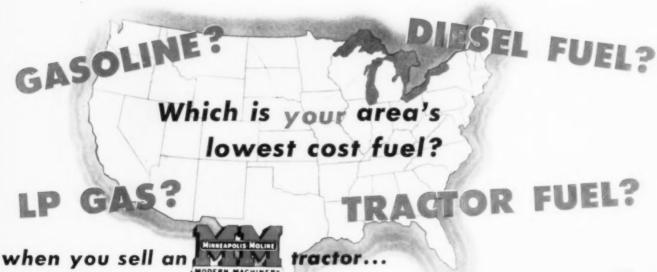
Southern HARDWARE

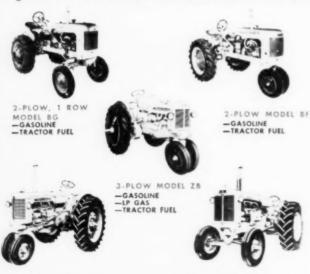
AUGUST 1954

In this issue How Dealers Keep Track of Prices Pa. 49

Including the SOUTHERN FARM EQUIPMENT section



your Farmer-Customer names the fuel that saves him most!



4-PLOW MODEL UB -GASOLINE

-LP GAS

5-PLOW MODEL G -DIESEL FUEL -GASOLINE

Which fuel in your area is lowest in cost? When you sell the Minneapolis-Moline tractor line, your Farmer-Customer figures his own fuel costs-then picks the MM tractor that saves him most! He starts to pocket this important cash saving the day he hitches up to his first job-he keeps on saving every workday

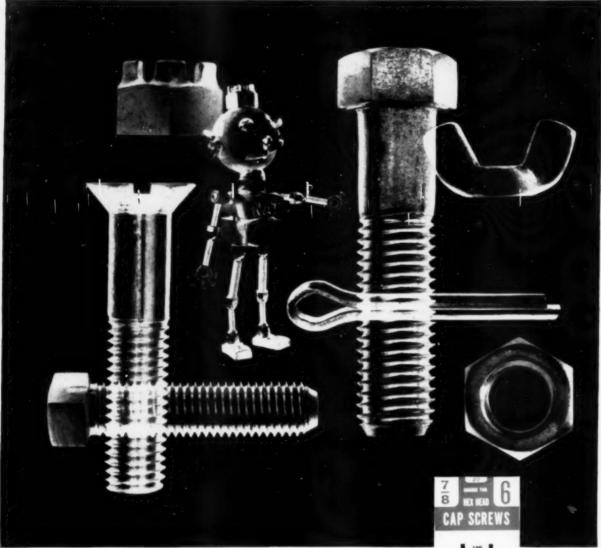
WHY MM TRACTORS OF EVERY SIZE

OFFER SAVINGS THAT GROW THE YEAR AROUND

More work done per day . . . less money spent on fuel-that's the simple formula that nets extra savings for every MM tractor owner. Tractors like the 2-plow Model BF, the 3-plow Model ZB, or the 4-plow Model UB, give the farmer a choice of 3 frontend types: single wheel, dual wheels, or wide adjustable wheels -they'll work for him in all his crops. Heavier, huskier construction throughout, larger bearing areas, big-capacity fuel and oil filters, more efficient cooling-these advantages mean lasting lowcost performance. Advanced features like Uni-Matic hydraulic power with built-in safety valve for implement control . . . live power take-off...and powerful 12-volt electrical systems for all MM tractors 3-plow power or over, make MM tractors leaders in dollar-for-dollar value.

For customer savings that means extra sales and extra profits for you-show, demonstrate, and sell MM tractors. You'll both be money ahead!

MINNEAPOLIS-MOLINE. MINNEAPOLIS 1. MINNESOTA



STANDARDIZE ON "NATIONAL" ... for highest fastener quality

National maintains rigid quality control throughout the production of its most complete line of fasteners. In this way, you are assured of selling fasteners that are uniform in performance and in quality. And, National fasteners come in bright packages . . . with easy-to-read labels for quick and easy identification. For over 60 years, National has maintained a reputation for the best in headed and threaded fasteners.

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal. 3423 South Garfield Ave. • Los Angeles 22, Cal.

7 NUTS 20

1 NUTS 8

1 NUTS 14

THE LETTINGS 24

COTTER PINS

Set Screws
Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws
Stove Balts
Carriage Balts
Lag Balts

Machine Bolts

Cotter Pins



Fasteners



Hodell Chains



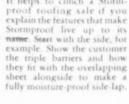
Chester Hoists

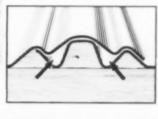


THESE 4 PROTECTION POINTS WILL BOOST YOUR STORMPROOF SALES! It helps to clinch a Stormptoof roofing sale if you explain the features that make

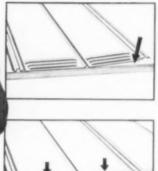








Now for the drains. Notice Stormproof has double drains along one side of the sheet. They'll catch any moisture which siphons in. They act like rain gutters, causing the moisture to drain down, where it can't do any hatm.



Next, be sure to point out this pressure angle which is formed into every Stormproof sheet. When the sheet is nailed down, this angle flattens out and forces the whole sheet to hug the roof.

These three cross-corrugations at the bottom of the sheet form a dry lap at the ends. They prevent end-lap siphoning and provide a better fit, eliminating buckling,

These four features will assure your customer of the weather-tight roof he wants. And he'll become even more interested when you show him how easy Stormproof is to install.

He probably already knows how clean and trim a Stormproof roof will look, because he's seen them on his neighbor's buildings. But be sure to mention that Stormproof is a Bethlehem product, which is produced with an ordered coating of 1¼ ounces of Prime Western Zinc on every square foot of surface. That means the roof is much better able to resist the corrosive attacks of the elements, and will have longer life.

It all adds up to the simple fact that, dollar for dollar, Stormproof is just about the best roofing buy your customers can make!

BETHLEHEM STEEL COMPANY BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Expert Distributor, Bethlehem Steel Export Corporation



STORMPROOF COVERS THE SOUTH

Service Over The Years

Makes These Brands
Best Sellers Today

MASTR-LOK

Found in more homes the country over than any other. The first self-locking... and still the best-selling stove pipe with exclusive locking feature. No wonder smart retailers always stock and promote profitable MASTR-LOK!

> For complete information and the name of your nearest MASTR-LOK wholesaler, write us today!



For companion sales, feature
BLU-PRIDE ELBOWS

You pay less for shipping ... special packing assures you of receiving elbows clean and dent-free always...costs you less all around!

Shipped nested, 12 to special octagonal carton.

MAKE YOUR KITCHENWARE LINE COMPLETE WITH

New name for America's favorite line of popular-priced tinware!

Shipped nested, 25 to a carton.

brite-pride

BREAD PANS

CAKE PANS



muffin pans colanders rinsing pans measures

funnels, etc.

Also,

blu pride

Only trademarked, nationallypromoted steelware in the lowest price bracket!



LOAF PANS

BISCUIT PANS

DOUBLE ROASTERS



THE PARKERSBURG STEEL COMPANY

PARKERSBURG, WEST VIRGINIA

Send for Price List and Catalogs The Home of MASTR-LOK Stave Pipe, "blu-pride" Steelware and "brite-pride" Tinwe

FLARING

AMES TAPER ROLLED RAM*LITE Shovels

* Perfect.

BALANCE -

* Featherweight . . . $3\frac{1}{4} - 3\frac{1}{2}$ lbs.

One Hundred Eighty Years shovel making experience...a quarantee of the best value in shovels.

Equipped with SHOCK BAND

31/2 lbs.



31/2 lbs.

3 1/4 lbs.

SPLIT-D HANDLE

AMES RAM·LITE

Sections Taper Rolled where strength counts reinforced by Turned Steps. Socket equipped with Ames Shock Band.

Blade and Socket carefully tempered. Blade tumbled finish. Handle - clear lacquer with Ames Burntcote finish optional. Weight approx. 31/2 lbs. each.

A light Shovel makes light work. Ask your

O.AMES CO.

NORTH EASTON, MASS

PRODUCTION SXILLS

help you sell more sledges.



Top-flight workmanship gives every Warren-Teed Sledge added sales punch. Check one and note how it looks and weighs exactly the same as every other Warren-Teed Sledge in the carton.

every other Warren-Teed Sledge in the carton.
Examine the face. It's shiny because it is precision machined. Note the slightly curved surface of the face.
That's radius . . . a 6" radius engineered to give direct, powerful, point-to-point contact with every blow.

And those numbers are heat numbers ... an exact record of the steel used in the sledge. It never varies. Holds the same high standards that keep Warren-Teed Sledges tough and useful under the severest conditions.

Some things can't be seen. Heat treating, for instance. Warren-Teed Sledges are DEEP heat treated . . . almost twice as deep as ordinary sledges. That's why they can't be abused.

Customers recognize the name Warren and all that it represents. They recognize the Dutch Blue finish that gives Warren-Teed tools added eye-appeal and boosts sales.

Order Warren-Teed Sledges today in easy-to-stock, easy-to-display, easy-to-sell cartons. Prove to yourself that Warren production skills help sell more sledges.

WARREN-TEED®

WARREN TOOL CORPORATION

Manufacturers of Warren-Teed and Devil railway track tools

General Offices . . . Warren, Ohio

Export Division . . . 30 Church St., New York 7, N. Y.



PROVING GROUND FOR ANY PRODUCT



Here's where the Rapidayton Shallow Well Champion proves itself to you!

Booming sales of this new Rapidayton prove that it's made to make everybody happy. The user gets more water for his dollar, You get fastselling jet pumps and systems that are quality built to day sold. And you get lowest prices. Only \$98.75 retail* for the complete system shown. Get facts from your wholesaler on 5 "package" systems, 10 vertical tank systems, 3 "pump only" models. A full line with full trade discounts.

Capidayton THE DAYTON PUMP & MFG. COMPANY

*F.O. I factory retail price for 1/3 h.p. "package" system with 13-gallon tank

REVOLUTIONARY! - EXCLUSIVE!

RUBEROID TABS Here's how

they LOCK!

Here's how they LOOK!

Wind can't lift them...
They're locked at the butts

Here's a new, exclusive kind of shingle that *locks*, *looks beautiful*, *lays fast* and *lasts!* Ruberoid Lok-Tabs look like regular square-tabs, yet each shingle is locked down at the center of the butt. Laboratory and field tests prove that even the strongest winds can't turn a Lok-Tab back.

A new kind of beauty, too! Lok-Tabs are decoratorstyled with new colors and striated texture . . . plus the de luxe effect of heavy shadow lines created by a band of dark color across the butt lines.

Lok-Tabs are faster to apply than ordinary squaretabs. They're built on premium weight felt, yet are priced competitively with ordinary strip shingles. They meet FHA minimum property requirements and carry the Underwriters' Class C Label.

See your Ruberoid salesman or write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

The RUBEROID Co.

Asphalt and Asbestos Building Materials

SOUTHERN HARDWARE for AUGUST, 1954









any way you look at it...

You Will See—New Products—New Developments—New Merchandising Plans—Over 10,000 lines of the finest and best products in hardware and allied lines, lawn, garden and light farm equipment, displayed by over 1,000 exhibitors at the industry's great national trade show.

navy pier, chicago october 11-15, 1954

Buyers, plan now to attend. Fill out and mail the registration coupon. Your admission badge, which will admit you without further registration, will be mailed to you.

national hardware show

331 madison avenue, new york 17

please fill out coupon and mail to

pon and your admissis	ng NOW. Fill in and mail this registration cou- on hadge will be mailed to you. Please check be- make hotel reservations for you. (Please Print.)
Name	Title
Firm	
Street	annonti antenita succita da
City	State
Type of business	of the state of th
Please check l	below the classification of your business
☐ Importer-Exporter ☐ Please send us you	Retailer Dept. & Chain Store Buyer Mfrs' Agent Manufacturer Other t hotel reservation blank. I B years of age will not be admitted

Just what your customers





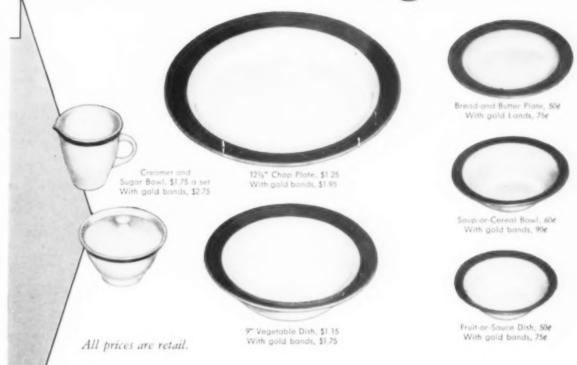
New PYREX Dinnerware amazingly strong! In laboratory tests, cups were actually used to hammer heavy 3-inch nails into boards!



Full-color page in LIFE Magazine tells your customers about it!

• The twenty-six million readers of LIFE Magazine for September 20—many in your own neighborhood—will read about the new and complete choices they now have in PYREX Dinnerware. So tie in for greater sales. Put a reprint of the ad up in your store, display PYREX Dinnerware prominently, and get your share of extra profits!

have been waiting for!



Greater choice for your customers means greater profits for you!

Now you have an answer for all your customers' dinnerware problems! They can start with a 16-piece PYREX Dinnerware set for \$6.95 and build it as large as they please with these new open-stock items-building your profits at the same time.

The new pieces include vegetable dish. chop plate, fruit-or-sauce dishes, soup-orcereal bowls, bread-and-butter plates, creamer and sugar bowl. All come in matching color borders-plain or 22-carat

gold banded-in Turquoise, Lime, Flamingo, or Dove Gray. All have the beauty, strength, and durability PYREX Dinnerware is famous for. All give you the bigger profits you can count on with all PYREX Ware!

Are you ready for this new business that's coming your way? Better check your PYREX Dinnerware stock now and order whatever you need from your PYREX Ware distributor today!

PYREX Ware means business!

Corning Glass Works • Consumer Products Division • Corning, N. Y.

It Pays to Sell the Best... WINCHESTER TRADE-MARK SHELLS

For Long Range, Upland Game, And All Shooting . . .



Shooters depend on the extra power and punch built into Winchester ammunition. The SEALED GAS CHAMBER has helped Winchester shells set a new high in long range performance.

Take advantage of this popularity and stock your shelves with the shells that sell.

Place your order with your KING HARDWARE SALESMAN TODAY!

Distributed by

KING HARDWARE COMPANY

490 Marietta St. Atlanta, Ga.



WOOD SCREWS



PHILLIPS OR SLOTTED

FLAT . ROUND . OVAL

You'll find them *all* in *all* standard sizes at Southern Screw Company. Also in plain steel, brass, silicon bronze, aluminum and all popular plated finishes.

- PACKED FOR PROTECTION. Southern Screws arrive without loss in indestructible cans with sealed, locking tops.
- SHIPPED FROM STOCK. The "special" screw your customer wants may be standard in the millions of wood screws in stock at Southern.
- LUBRICATED FREE. Southern wood screws in bulk are lubricated free upon request.

Wood screw catalogue and samples free. Write us your special requirements. Box 1360-S



WOOD SCREWS

STOVE BOLTS

Sold Through Leading Wholesale Distributors Factory Warehouses:

New York, N. Y. . Chicago, III. . Los Angeles, Cal. . Dallas, Texas

UTICA'S NEW

RIB-JOINT

Pliers # 507-10

With <u>FORGED</u> rib-joint for added strength exactly where you need it.

FULL FORGED RIBS

CAN TAKE IT!

AND HERE'S WHY:

CROSS SECTION VIEW OF FORGED RIBS
SHOWING STEEL FIBRE STRUCTURE

STRONG BECAUSE STEEL FIRRE STRUCTURE IS COMPRESSED AND FORCED TO FOLLOW CONTOUR OF RIES

EACH RIB SHARES THE SINEW-LIKE STRENGTH OF THE ENTIRE JOINT MEMBER

YOU'LL
SEE IT
IN THE
POST NEXT
MONTH

Full'forging of the rib joint is the secret of this new UTICA pliers. Forging makes the steel fibre structure follow the contours of the ribs as shown in the diagram above. Hence, each rib shares the sinew-like strength of the entire joint. There is

no weak point, likely to break, with this method of manufacture.

Be sure you see these new pliers! One look, one "heft", and you'll know that they live up to the standard of Utica quality.

It pays to use quality tools



and the world's best tools are made in U.S.A.

DROP FORGE AND TOOL

CORPORATION

"UTICA" (When referring to the line of hand tools) and "Utica Tools" are Trade Marks Reg. U.S. Pat. Off.

To help you sell the COLUMBIAN LINE



Columbian Carton Coils

Non-kink dispenser feeds factory-clean Columbian Pure Manila or Radium Sisal through hole in top of sturdy carton. Three sizes of rope are packaged in each three-coil shipping container— $\frac{1}{4}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " diameters. Approximately 20 lbs. per carton, or 60 lbs. of rope for full container. Light in weight, colorfully printed for attractive, easy-to-reach display on counter or shelf.

Columbian Colpack Rope

These sturdy octagonal cartons dispense your choice of Columbian Pure Manila or Radium Sisal in diameters from %" through 34". No lashings to cut . . . simply draw rope through hole in top, leaving uncut portion perfectly coiled and protected from dust in carton. Easy to handle, store, display, and sell!

Four sizes: 25 lbs., 50 lbs 75 lbs., and 100 lbs.



Columbian Colpack DISPLAY RACK

Combines neat, handy Colpack Cartons of all sizes in a single compact, eye-compelling display aimed at high impulse sales! In 20" x 29" of floor space, rack holds one Colpack 25, two 50's and one box of 100 ft. connected coils. Comes completely assembled, ready to use.



Columbian Rope Merchandiser

Seven sizes of rope attractively displayed in 22" x 12" of floor space! The 52"-high Columbian Rope Merchandiser measures the required length of rope and cuts it, making for fast, easy, convenient selling. Your rope supply is all together in one location.

—forcefully reminding your customer of his rope needs!

ROPE COLUMBIAN TWINES

Columbian Displays Make Money...

Ask Your Jobber to Prove It!

Columbian Rope Company

Auburn "The Cordage City", N. Y.

Follow the **ROYAL** line to PROFITS! Stock, display and SELL these





These best-value circulators offer smart, modern appearance and economical top performance at a price that means fast turnover and real customer satisfaction. Eight models, with or without radiants, in Coppertex baked-on enamel finish. Order a basic stock from your Royal distributor now!





REALISTIC GAS LOGS

Beautiful replicas of Moun-tain Oak and Silver Birch logs. Give cheery, cozy warmth without smoke, soot, or ash problem. Easy installation. 2 different sizes in each finish. And-irons available at extra cost.



COOL CABINET HEATERS unvented

Tastefully designed modern cabinet stays cool, safe to touch or place near furni-ture. Heat radiated at chairlevel through scientifically-designed louvers. Rich baked-on Coppertex Enamel finish.





GAS CIRCULATOR HEATERS

unvented Attractive, economy-priced, inexpensive to operate. A utility heater that many a prospect is looking for right this minute. Baked-on Cop-pertex Enamel finish.





GAS RADIANT HEATERS

Graceful designs in 9 models to accomodate all your customers. Low retail prices, dependable economical opera tion. Radiants are standard, interchangeable. Full size clay backwall

ADVERTISED IN LIVING

A. G. A. Approved for Natural, Manufactured, and LP Gases

Make Royal Profits! Call your Royal Distributor Today! CHATTANOOGA ROYAL COMPANY





Remington Dealer Letter



BRIDGEPORT

OUPOND

CONN

Sensational new 'scope feature added to 4 Remington 22 rifles

Grooved receivers for "Tip-Off" telescope mounts help sell rifles and scopes!

This popular new 'scope mounting provision on four Remington 22 rifles is an ideal profit builder because it makes the rifles easier to sell—and increases 'scope sales, too. You get two profits from one sale!

The following Remington 22's now come grooved for "Tip-Off" 'scope mounts: Model 511 bolt action box magazine repeater, Model 512 bolt action tubular magazine repeater, Model 513S bolt action box magazine repeater, Model 550 tubular magazine autoloader.

An important sales feature of the new 'scope arrangement is that Remington 22 rifes are bored and rifled for fine shooting at distances longer than the average unaided human eye can sight accurately. And a 'scope-mounted rifle has a special appeal—especially when accurate alignment is sim-



Remington Announces First 410 Gauge Autoloading Shotgun Ever Built



Special Cutts Compensator Available

Factory fitted Cutts Compensators are available at extra cost on Model 11-48 410 gauge autoloaders with ventilated rib barrels only. The specially designed compensator insures positive functioning with either $2\,V_2$ - or 3-inch shotgun shells.

*Prices subject to change without notice.

"Matched Set" promotion will help boost sales in ALL gauges? Cash in on a still untouched market with the new Remington Model 11-48 in 410 gauge, the first autoloading shotgun ever made in this gauge! It offers outstanding advantages of light weight and light recoil to young shooters, women shooters, veteran shooters and to shooters in small-gauge skeet events. And it opens new sales possibilities for Remington streamliners in all other gauges, because—

For the first time it is now possible for a shooter to own a matched set of autoloading shotguns—all with the same streamlined design and feel, the same handling and operating qualities, same sighting plane—in all popular gauges!

Owners of a 12, 16, 20 or 28 gauge Remington autoloader are prospects for the new 410—and vice versa! This sales-boosting feature is promoted in national advertising. It's exclusively yours with Remington—the only maker of a full line of streamlined autoloading shotgurs in all popular gauges!

How **RB&W** backs up the "sellingest" fasteners you can handle



NEW DRAWING CARD for the "Do-It-Yourself" market is RB&W's pace-setting Handy-Man Bolt and Nut Kit. It boosts unit sales, saves customers' time. Up-to-the-minute merchandising like this shows why survey after survey proves RB&W the best-known fastener brand, why it pays to stock and sell RB&W products.



NEW STRONGER PACKAGES of rigid kratt-board (larger sizes are corrugated) cut spillage, breakage. Upside-down box (another RB&W first) is fumble-proof, eases handling. Oversized labels speed product identification. New packaging is part of RB&W's continuing effort to help you increase sales.



INDUSTRY'S BROADEST LINE of high-quality fasteners insures customer satisfaction. With RB&W carriage bolts, machine bolts, lag bolts and stove bolts, you can fill all orders promptly. And, uniformly accurate threading plus uniform strength make for easy application, tight holding power.



HARDEST WORKING CATALOG is this RB&W sales aid with heavy flexible cover, first choice of countermen everywhere. Jammed with facts and double tab-indexed by product for instant reference. Stock up on RB&W fasteners—the top-quality line. Russell, Burdsall & Ward Bolt and Nut Company, Port Chester, N.Y.



RUSSELL, BURDSALL & WARD

109 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG

Plants at: PORT CHESTER, N.Y.; CORAOPOLIS, PA.; ROCK FALLS, ILL.; LOS ANGELES, CALIF. Additional sales offices at: ARDMORE (PHILA.), PA.;
PITTSBURGH; DETROIT; CHICAGO; DALLAS; SAN FRANCISCO. Sales agents at: SEATTLE. Distributors from coast to coast.

Bassick offers 5,000,000 FREE SETS



Hardware industry's greatest repeat traffic builder

Here's the ad that tells every Saturday Evening Post reader in your neighborhood to bring the Post coupon to your store for a free set of famous Bassick rubbercushion glides.

Once folks try these easy-sliding Bassick glides and see the way they protect floors and rugs, they'll want them on every moveable piece of furniture they own.

The average family can use 18 sets of glides. They've already come into your store for their sample set - so they're most likely to come back several times as they need more sets. You wind up with your cash register working over time to keep up with the big jump in glide sales and store traffic.

Most important, make sure you stock enough Bassick glides to handle the demand this big Post offer is going to unleash. That means at least one carton (120 sets @ \$44.40 list). Otherwise, you may wind up directing customers to the next hardware store. Phone your order to your distributor now. Return all coupons to your distributor for free replacement.

THE BASSICK COMPANY Bridgeport 2, Conn.

In Canada: Belleville, Ont.



75 YEARS OF CASTER LEADERSHIP

to the dealer who comes up with the best suggestion on packaging Bassick's CG-90N glides. Just tell us in 25 words or less, on an official entry blank, how many sets of these quality rubber-cushion glides should be put in what kind of unit container to boost sales. Award will be based on originality and practicality of the sugge

tions and judges' decision will be final. Official contest blanks and rules will be found in each 120 set carton of CG-90 glides or HD-12 glide demonstrator stock package. All entries must be postmarked before October 1st and become the exclusive property of The Bassick Co. In case of ties, duplicate prizes will be awarded.



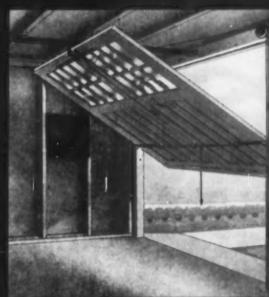




SWING-OVER GARAGE DOOR HARDWARE

COBURN swing-over means faster turnover

Here are some good reasons why it pays to stock and sell Coburn Swing-Over Garage Door Hardware-why this popular door set gives you profitbuilding sales volume with the great majority of today's homeowners.



- REASONABLE PRICE . . . appeals to economy-minded buyers
- SMOOTH, QUIET OPERATION ... because of its gravity actuation and perfect balance
- O LONG, TROUBLE-FREE LIFE ... no complicated mechanism to get out of order
- SIMPLE INSTALLATION . . . because it has few working parts; comes packaged complete with full instructions and drawings
- ADAPTABILITY . can be used on all types of garages; lends itself to new or remodeling jobs; painted an attractive gray to blend well with any paint scheme.



Write for catalog and prices to Coburn Sales and Engineering, 56 Sterling Street, Clinton, Mass.

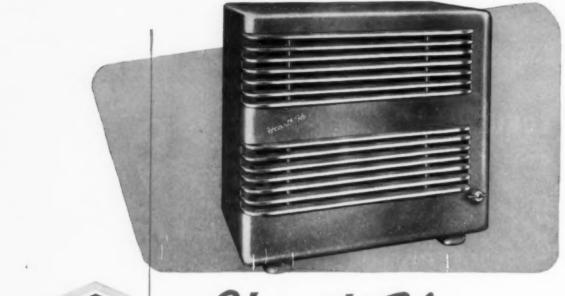
THE COLORADO FUEL AND IRON CORPORATION-Denver and Oakland WICKWIRE SPENCER STEEL DIVISION-Atlanta @ Boston * Buffalo * New Orleans * New York * Philadelphia

COBURN PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION THE COLORAGO FOCE AND HERE CORPORATION



Ever see a gas heater so good-looking?



Hearth Flo VENTED CIRCULATORS SELL ON SIGHT!

The acknowledged style leaders of the heater parade! Immediate customer-acceptance will make them one of the fastest selling lines in your store.

Hearth-Flo Vented Circulators are finished in beautiful copper-tone hammered enamel...grill work is gleaming chromium. Will harmonize with almost any surrounding.

They're extra efficient . . . and service-free. Feature easily installed *preassembled* control manifolds . . . sealed combustion chambers coated

with vitreous enamel...high heat output...allwelded construction...bonderized undercoating.

Available in four sizes—from 20,000 to 60,000 BTU's per hour . . . for all types of gas . . . approved by the AMERICAN GAS ASSOCIATION.

PRICED FOR PROFIT! Hearth-Flo heaters are proving themselves to be the *sellingest* gas heaters on the market today. Quick turnover and low original cost mean bigger PROFITS for you. ORDER FROM *YOUR* WHOLESALER TODAY!

Made by the same reliable people who give you Hearth-Glo unvented room heaters . . . "St. Louis Blue" stove pipe . . . JEMCO wood heaters.



JACKES-EVANS MANUFACTURING COMPANY . St. Louis 15, Missouri

Quality Manufacturers Since 1888

NOW...an automatic way for color to increase your interior paint sales

Decormatic does it!

... with less than \$400 investment complete

Here's hour:

- 1. Self-service wall and trim color selection for your customers
 - · Easy to choose with exclusive Decor-matic dial
 - Saves 75% of your selling time

- 6. Carry low, flexible inventory... get 5-time turnover
 - · More space for you
 - · More profitable for you

- 2. Only 18 colors get you 180
 - 18 "most-wanted" bases
 - · Only 20 "one-shot tube" colors
 - No extra tinting base whites
 - No extra tinting base grays.

- 7. Hard-hitting sales support
 - Ultramodern point-of-purchase chip rack
 - · Free to qualifying dealers
 - National advertising
 - · Sales-producing promotional material

- 3. You sell real color beauty
 - · Colors proved right in survey of 300,000 women
 - · You mix color to color for soft, subtle tones
 - · Deep tones are lovely . . . more livable
- 8. Increase your paint sales

More and more paint is being sold to brighten homes with the magic of color. Open your door to more paint sales . . . more paint profits. Write for detailed information about this low inventoryfast turnover-most practical color system.

- 4. Easy to mix
 - · No extra containers needed
 - · No partially filled cans
 - · Sell colors in cans...as is
- 5. Get top-quality Pee Gee One Coat Flatkoatt in every can
 - · Easy to apply · Quick drying flat wall enamel
 - Tough alkyd base Scrubbable Odorless
 - · Also available in Gloss and Semi-Gloss

Do yourself a profitable favor and fill out the coupon now!

PEASLEE-GAULB

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kents Serving the South Since 1867



Pensine Gaulbert Paint & Varnob Company Inpt 811-224 N. 15th St., Louisville Ky.

Gentlemen: I am interested in learning more about the Decor-Matte paint color system. Please rush my free copy of "A New Formula for Profitable Paint Sales."

Firm

Address_

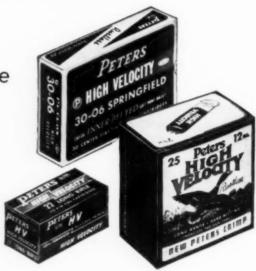
Zone___State

means

POWER

to your customers!

That's why it pays to stock and display the entire power-packed line of PETERS "High Velocity" sporting ammunition.



Peters

PACKS THE POWER

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



JOINED

-the hands of TWO master craftsmen

PENN

Good things go together!

Old-renowned Penn Hardware of Reading, Pa. and Akron Hardware have combined their skill and resources into a single, smooth-working operation.

What does this mean to you? Just this:

A complete streamlining and modernization of the Penn line of builders' hardware . . . now housed in a brand new, specially equipped plant for the manufacture of locks.

It also means that there is now available to Akron, Forgecraft and Penn customers the addition of each others lines — under one powerfully geared merchandising policy.

Together, it foretells a bright future for our many customers. A future star-studded with promise of greater values in fast-moving merchandise from Penn-Akron to you... from you to your customers.

PENN-AKRON

HARDWARE CORPORATION

WOODSIDE 77, NEW YORK

Builders Hardware Since 1877

The tool millions ANNOUNCING The amazing

THIS RUGGED BASIC UNIT

completely equipped as



3g-inch Drill



6-inch Polisher



6-inch Portable Sander

BEAUTIFULLY **ENGINEERED ATTACHMENTS**



#881 - Bench Stand



#882 - Orbital Sander



#883 - 6-inch Bench Saw



#887 - Bench Jig Saw



#889 - 6-inch Bench Sander



=8810 - 4-inch Bench Grinder

ORDER FROM YOUR

#888 Basic Power Unit, complete with 3e" Jacobs geared key chuck, 6" rubber pad with conical lack nut, three 6" sanding discs, 6" lambswool bonnet, spindle wheel arbor, reversible side handle.

#X888 Complete Power Workshop. #888
Power Unit plus all attachments. \$131.55 #0888 Power Unit. Same as #888 but without \$29.95

#1888 Power Unit with chuck only \$35.95 21881 Bench Stand. \$2.95

#882 Orbital Sander Attachment. \$15.50

883 6" Bench Saw Attachment \$22.95 #884 3" Table Extensions \$4.95 per pair #885 Saw Guard \$2.45 #886

Pertable Jig Saw Attachment, com-ith 2 wood-cutting and 2 metal-cutting \$9.95 Jig Saw Table. (Table only) (#881 Stand and #886 Attachment also required for this set up.) #887

6" Disc Bench Sander Attachment. (#881 Stand also required.) \$7.95 #889 #8810 #8810 Bench Grinder Attachment with wheel. (#881 Stand also required.) \$5 S5.95 #8811 6" Portable Saw Attachment, \$15.95 #8812 Sanding Shoe for positive control on freehand disc sanding. (Not shown) \$1.25

Newspaper Ad Mats — A choice of three sizes: #3 — 5 col. x 150 lines. #4 — 3 col. x 150 lines. #5 — 2 col. x 85 lines. Specify mats by number when ordering.

Counter Give-Away and Direct-Mail Broadside. A colorful, hard-selling promotion piece that will do an effective job of building valume for your store. State quantity desired when ordering.

of do-it-yourself Americans have been waiting for

new MILLERS FALLS 888

Only





...Makes a Complete Power Workshop for only \$131.<u>55</u>

TOTAL LIST PRICE



JOBBER TODAY

Be ready when consumer campaign breaks with smashing spread ads in September issues of The Saturday Evening Post, Popular Mechanics, Popular Science Monthly, Sunset, The Home Craftsman, Homecraft and The Home Owner.

> MILLERS FALLS COMPANY Dept. SH-4 . GREENFIELD, MASSACHUSETTS

Check These Feature's

- Full 4.0 amp, power rating
- 3200 r.p.m. no-load speed
- All attachments direct-driven from Power Unit spindle
- Priced to appeal to every pocketbook
- Display packaged to sell on sight





NEW "SCOTCH" DISPENSER PACKAGE for the "do-it-yourself" home painter!

Built-in cutting edge speeds application! Tape unrolls easily—from the package!

Now famous "SCOTCH" Brand Masking Tape—long used by home painters for protective masking, color separation and striping—will be an even better turnover item for you. The new, exclusive "SCOTCH" Dispenser Package has a built-in metal cutting edge...just a flick of the wrist and tape is cut off cleanly. Fast, easy, convenient to carry around the house for many other home uses, too...a sure seller to your customers who want to get more professional results and reduce paint clean-up work!

THREE DISPLAYS OF 3/4" TAPE 12 ROLLS TO A DISPLAY CARTON

LEN	GTH	1											F	15	T	AI	L PRICE
25	FT.						0									\$.35
90	FT.									0		0					.98
180	ET																1 60

SCOTCH BRAND

MASKING TAPE



DONT FORGET THE POPULAR WIDE ROLL (11/4"×300") This fast-moving unit packed 12 rolls per display, each roll in protective sleeve. Retail price......69¢ (not in cutter-edge box).

The term "Scotch" and the plaid design are registered trademarks of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ontario, Canada.

It'll mean

MORE PROFITS

from Masking Tape

Order an assortment from your wholesaler

Today!





Everlastingly at it...

to make your selling of

Black Diamond files easy, profitable
and in maximum volume

Black Diamond files have been in the public eye — and mincl — and hands — for generations. That's because their manufacturer has never let quality wane and their advertising has never let public interest lag.

Year after year Black Diamond advertising has been appearing in leading general, farm, craftsmen, industrial, lumbering and other periodicals. No other file brands are given so much advertising support in behalf of hardware retailers throughout the South.

You do yourself a good turn when you make use of this salesmanship — in print. It helps tremendously to "keep 'em filing and keep 'em coming"—to your store.

LET YOUR WHOLESALER ASSIST YOU

in selecting the file types and sizes most suitable for your trading area.

NICHOLSON FILE COMPANY

15 Acorn Street, Providence 1, Rhode Island

13 Acors Street, Frovidence 1, knode islan



BLACK DIAMOND FILES FOR EVERY PURPOSE



THE LINE THAT KEEPS GROWING TO MEET Growing Demand!

Top-quality products, consumer advertising and FREE dealer sales aids keep adding thousands of new customers for R-V-LITE and VIMLITE. New items . . . new types . . . new, more convenient sizes—constantly creating wider appeal and bigger demand!

ORDER NOW for the big selling season ahead!

Available through leading wholesalers in the U. S. and Canada Exclusive Manufacturers of R-V-LITE and VIMLITE





FREE DEALER SALES AIDS

Southern HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 123

August, 1954

No. 8

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Business Manager Asst. Bus. Manager Production Manager

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ANNUAL SUBSCRIPTION-\$1.00

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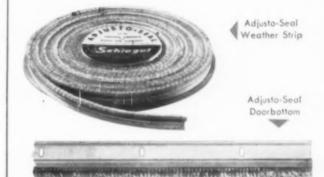
Publishers Also of SOUTHERN AUTOMOTIVE JOURNAL

ELECTRICAL SOUTH SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES SOUTHERN POWER & INDUSTRY SOUTHERN APPLIANCES

W. J. ROOKE, Chairman of the Board; RICHARD P. SMITH, Pres.; T. W. McAllister, First Vice-Pres.; E. W. O'BRIEN, Vice-Pres.; A. E. C. SMITH, Vice-Pres.; O. A. SHARPLESS, Treasurer; A. F. ROBERTS, Secretary; Sera J. JONES, Assistant Secretary and Treasurer

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Here's why you can sell ADJUSTO-SEAL 2 to 1 over any other weather strip



Twice as easy to install

Adjusto-Seal wool weather stripping is mounted in flexible vinyl. It bends easily . . . follows corners perfectly without cutting. Starter holes for tacks speed the job. Doorbottoms have prepierced elongated screw holes for effortless mounting and adjustment.

Twice as easy

Adjusto-Seal ads will appear all through the big selling season in all of these leading national magazines. What's even better-Adjusto-Seal is taking full part in the giant Fall irha promotion.

Twice as profitable

You make more profit per sale with Adjusto-Seal-twice as much as compared to many other weather strippings. And you get faster selling, too. The famous Display-Dispenser keeps sales going-and ties in weather stripping with doorbottoms to boost sales of both.



So for the best weather stripping profits you've ever had-stock up now. If your regular jobber can't supply you-write for the name of your nearest distributor.



Construction Boom Continues As Business Activity Heads Upward

WITH INDUSTRIAL production having inched up slowly in the latter weeks of the second quarter there is every indication that business activity in the year's third quarter will show a marked rise.

In fact, there is good evidence that business, generally, started the upward climb some months ago. For one thing, factory orders have been increasing since January. Backlogs of orders for durable goods manufacturers now amount to slightly more than four months of sales. At the retail level, sales are holding up well. Department stores in June, for example, had averaged higher than at any other time during the year. Construction activity is soaring to new records and will probably reach an all-time high in dollar volume during the year. Meanwhile, farm prices received have stabilized.

Consumers Well-Stocked

Retail sales of durables do come a bit harder, because as a nation we are well stocked with cars, appliances and television sets. However, incomes probably will continue to rise slowly and population continues to increase, two factors which insure a continuing if not overwhelming demand for most goods and services.

It is apparent that the federal government has no intention of letting the "recession" become anything more than just that. To encourage spending there has been a return to a policy of easy money—an abundant supply for borrowing at low interest rates. This economic tonic has helped to further the boom in construction and will tend to encourage more instalment buying in future months.

While business activity is turning up and will probably continue to rise during the remainder of this year and into 1955, the emphasis will be more on stability than on boom.

Wholesale Hardware Sales Show Gain in South

Total sales by the nation's wholesalers in April were 5 percent under the 1953 month and were also 5 percent less than in March, 1954, according to the latest information from the Census Bureau.

In comparison with the national wholesale hardware averages. sales in the southern region showed to better advantage. In the South Atlantic states wholesale hardware sales in April were 3 percent under April, 1953, but 11 percent ahead of March, 1954. East South Central sales in April were down 5 percent from the previous April. but exceeded March by 5 percent. Hardware wholesalers in the West South Central states averaged a decline in April sales of 2 percent from those of April, 1954, but, likewise were 5 percent above March.

Delaware Supreme Court Upholds Fair Trade Law

THE DELAWARE State Supreme Court has become the 16th high state court to uphold the constitutionality of the fair trade laws.

The Delaware high court has upheld, unanimously, for the first time, the constitutionality of that state's fair trade law in the case of General Electric Co, vs. Phil's Distributors. The decision held that, under the state fair trade, all retailers who knowingly handle fair-traded goods are bound to observe their minimum fair trade prices whether or not they have signed a fair trade contract.

Generally, wholesale hardware sales in the southern regions during this period were ahead of other sections of the country.

Small Increase in Hardware Sales

In April, the latest month for which figures are available, retail sales by independent dealers in (Continud on page 76)

Consumer Spending Near Record Levels

WITH CONSUMER spendable income holding up through the early part of the year, personal consumption expenditures were maintained at high levels. The Department of Commerce has reported that outlays in January-March were at an annual rate of 229.8 billion dollars, a little above a year earlier and only slightly below the record of the third quarter of 1953.

Retail sales in April, rose more than two percent from March and for the first time this year were up to the corresponding months of 1953. The average for March and April was down about two percent from the same months of 1953. Durable goods stores sold only slightly more than in March, but their sales were five percent lower than in April.

Total retail sales in May were about one percent below April and three percent below May 1953. Most significant changes among major lines were declines in the apparel and automotive trades. Department store sales in May, after seasonal adjustment were 7 percent below a year earlier and down one percent from April, according to the report.

The Makers of SPOT CORD Present ...

TITE-ROPE ▶

Red, white and blue display cartons — each containing twelve 50-foot hanks — show off this favorite plastic-covered WIRE clothes line. It's extra strong, non-rusting and easy to clean. A long-lasting line that makes satisfied customers.

BEAVER)

Eye-catching yeilow and brown printed, single hank, cello-bags that keep the line sparkling clean. Two 50-foot hanks connected, a good size 7, solid braided cotton clothes line.



Smart PACKAGING

THAT SELLS CLOTHES LINE

Brighten up your shelves with these Samson sure sellers!

CROCUS)

Packed in orchid-and-yellow cartons for easy display and customer appeal! Two 50-foot connected hanks per carton. Hanks can easily be cut apart for 50-foot sales. Uniform size 6 braided cotton clothes line.

STARLINE

It's priced to meet your demand for a fine strong WIRE centre plasticcovered clothes line. It has three wires in the centre. It is brightly labelled and cellowrapped, two 50-foot hanks connected.



Samoon CORDAGE WORKS
BOSTON 10, MASSACHUSETTS

Good Housekeeping

Are you ready

to meet the big seasonal demand for



American Baling Wire?

• USS American Baling Wire is always a big seller at baling time. It has the strength and toughness needed to keep bales tight and neat through shipping or storage. Coils are wound at an even tension for smooth, trouble-free uncoiling. And there are no splices to jam the balers. American Baling Wire is specially wound for the standard automatic balers now in use in the South. It comes in waterproof boxes with a thin oil coating to prevent rusting.

Specify American Baling Wire . . . the USS label on the carton is your assurance of a top quality, easy-to-sell product.

Available for all automatic balers

No. 6500 for Minneapolis Moline, J. I. Case, International Harvester and New Holland automatic balers except . . .

interim Coil should be used for International Harvester Balers manufactured prior to November I, 1952 and New Holland Balers manufactured prior to October I, 1952.

No. 3150 for John Deere, Oliver and New Idea automatic balers.

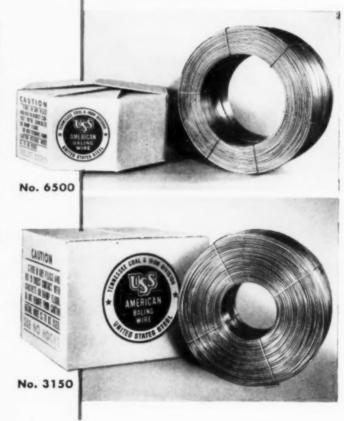
BLUE BONNET BALE TIES

For the best in ties, carry Blue Bonnet Single Loop Bale Ties. Farmers throughout the South recognize the familiar blue bonnet on each bundle as a guarantee of strong, labor-saving ties.

TENNESSEE COAL & IRON

UNITED STATES STEEL CORPORATION
GENERAL OFFICES: FAIRFIELD, ALABAMA

DISTRICT OFFICES: CMARLOTTE - FAIRFIELD - HOUSTON - JACKSONVILLE MEMPHIS - NEW ORLEANS - TULSA



USS AMERICAN FENCE
USS TENNESEAL V-Drain ROOFING



UNITED STATES STEEL

"hone-dry"

HUNTING CLOTHING

BUILDS STORE TRAFFIC...
MAKES MORE MONEY

It's no secret that RED HEAD hunting clothing is used by almost all of the best dealers in the country to draw traffic into their stores. What some dealers do not realize is that the RED HEAD line is such a terrific profit-maker. Once those customers come into the store, the RED HEAD duck drives home sale after sale. The quality and construction plus the famed RED HEAD reputation for making field tested favorites builds up the prestige of the retailer. Your best way to cash in on this obvious popularity is to display RED HEAD products prominently in your windows and in the store. Keep fully stocked in all sizes ... remember too that at least one of the RED HEAD "193 ways to make a profit" can mean that extra sale that will continually boost your profits to new highs!

The Best Dealers Everywhere Feature RED HEAD



RED HEAD

"Bone-dry" HUNTING COAT

These three headliners are real drawing cards ... they are hunting garments that you can depend on to fully satisfy every need and desire of the most experienced hunters everywhere. Every feature of these garments is constructed to make hunting a physical pleasure in the roughest terrain. "Bone-dry" comfort in itself sells for you ... add the best all-around designing and you can build up your own store's reputation by making RED HEAD your "top" line this fall.



"Bone-dry" Hat-cap



"Bone-dry" Zouaves



RED HEAD BRAND COMPANY

4300 West Belmont Avenue, Chicago 41, Illinois

HARDWARE

INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

Observes 50th Year with Walter Tips Co.

DAN F. SEARIGHT, president of The Walter Tips Co., Austin, Texas, observed the 50th anniversary of his association with that firm on June 21.

Searight is the third successive



Dan F. Searight

president of The Walter Tips Co. with a 50-year record of continuous service. The company itself is 97 years old this year and is one of Texas' largest hardware wholesalers, serving Central, South, and West Texas.

The veteran president began his tenure with the company on June 21, 1904, as a 16-year-old office boy. In 1912 he went on the road as a salesman. Twenty-four years later, Searight was named buyer for the hardware division. He has been a member of the board of directors since 1927 and has served as secretary and vice-president. On Sept. 28, 1950, Searight was elected president of The Walter Tips Co.

Trimble, Inc., Appoints Lindgren Representative

APPOINTMENT of Ed Lindgren, Jr., of Atlanta, Ga., as southeastern representative for the Housewares Division of Trimble, Inc., Rochester, N. Y., is announced by Edward C. Trimble, vice-president, marketing.

Lindgren will represent the company throughout Georgia, North Carolina, South Carolina, Alabama and Florida. South of Jacksonville, Florida, he will be represented by Mrs. Helen Stengel, of Coral Gables.

South Bend Bait Appoints Witt to Head Advertising

THE SOUTH BEND Bait Co., of South Bend, Ind., announces the appointment of R. L. Witt as its advertising and sales promotion manager.

Witt has assumed his new duties which include the development of national advertising and sales promotion programs for the benefit of the company's wholesalers and dealers.

He is a graduate of Indiana University where he majored in marketing and advertising. He was



R. L. Witt

associated formerly with the Mishawaka Rubber & Woolen Manufacturing Co., Mishawaka, Ind., as sales promotion manager for their waterproof and woolen footwear division.

Red Devil Tools Entertains Taylor Reps



Red Devil Tools, Irvington, N. J., entertained the salesmen and president of Taylor Brothers, Richmond, Va., recently on the 25th anniversary of Taylor's representing this firm throughout the Southeast. Clockwise from lower right are Julian Sargeant; Jack Pitts; Clayton Fox; Dan Spiers; F. D. Henry; Jack Lain; R. P. Orr, advertising manager, R.D.T.; S. P. White; G. L. Lee, president, R.D.T.; E. R. Lafferty, Jr., president, Taylor Brothers; G. L. Lee, Jr., treasurer, R.D.T.; J. L. Lee, vice-president, sales, R.D.T.; R. L. Craw; and Bob McCook.

Barrett Purchases Two Roofing Plants

BARRETT Division, Allied Chemical & Dye Corp., announces the purchase of the Artex Roofing Co., of San Antonio, Texas, and the Williams Roofing Co., of Camden, Arkansas. Through these plants. Barrett will serve the states of Texas, Arkansas, Oklahoma and much of Louisiana.

Products manufactured will comprise mainly asphalt shingles and sidings, roll roofings, and dry and saturated felts.

President T. J. Kinsella stated that the district sales office for this area is located in Houston, Texas.

New York Wire Cloth Appoints Two

NEW YORK WIRE Cloth Co., New Canaan, Conn., announces the establishment of a market analysis department and a newly-formed St. Louis sales district, according to Stuart M. Jones, vice-president in charge of sales.

John D. Ahlstrom, of Ridgefield. Conn., was named to head up the new department with headquarters



Ahlstron

Freudenberg

at the company's executive offices in New Canaan. Prior to this promotion, Ahlstrom served in the mid-west area, in charge of sales for both the Multi-Strand Screening and Durall Tension Screen Divisions of the company. A native of Norwalk, he holds a degree from Williams College and a MA degree from Duke University. During World War II, he served as a Naval Intelligence Officer, Before coming with New York Wire Cloth in November, 1952, he was advertising and sales promotion manager of Bigelow and Dowse Co., Boston.

John Freudenberg, of Clayton,

Campbell Chain Meeting



District sales representatives of Campbell Chain Co. recently met in the new offices in York, Pa. During the session, G. J. Campbell, Jr. reviewed the commercial and automotive sales programs for 1954-55 and announced two new additions to their line of tire chains

Missouri, has been named to take charge of the St. Louis sales district. His territory includes Missouri, southern Illinois and Kansas and he will have charge of sales of both the Multi-Strand Screen and Durall Tension Screen Divisions. Freudenberg joined the company in February, 1953.

Garden Equipment Buyers Register for Show

BUYERS OF lawn, garden and light farm equipment are registering now for the National Hardware Show, October 11-15 at Navy Pier, Chicago.

Up to 400 manufacturers will provide the display, and show officials state that thousands of specialized items making up the Lawn, Garden and Light Farm Equipment Division will include a large percentage of new products, here introduced to the trade for the first time.

Show Director Frank Yeager says more than 100,000 square feet of the show's 300,000 square feet of floor space will be devoted to these items.

The division will provide the buyers with new equipment, new ideas, new merchandising plans, new franchises and an opportunity to fulfill all buying needs for an entire year.

Buyers can make complete registration now with show headquarters, 331 Madison Ave., New York 17, N. Y.



J. O. Findeisen

Findeisen, True Temper Vice-President, Retires

JOHN O. FINDEISEN, of True Temper Corp., Cleveland, Ohio, recently announced his retirement from that organization. He has been vice-president in charge of merchandising since 1946 and a member of its board of directors since 1939. He continues as a director of the corporation.

Findeisen joined the sales promotion staff of what was then the Philadelphia Works of the company in 1912. He continued his sales promotion activities in the hardware trade until 1919 when he went into the Army.

Rejoining the company in 1927 as assistant sales manager, he subsequently became sales manager, merchandising director and vicepresident.

Lamson Merchandisers





LAMSON SPEED MERCHANT

A handy counter merchandiser 28" x 28" square and 14" high. Attractive red and black enamel finish; built-in bolt gauges for "self-service"

Comes stocked with "brite-plated" selection of carriage bolts, machine bolts, stove bolts and machine screws, 49 sizes and types in all. Stock especially packed and priced for the merchandiser.



LAMSON STOVE BOLT CHEST

A complete Stove Bolt Department self-contained in A complete Stove bolt Department sen-contained in an all-steel enamel cabinet 12 "x 10" x 28" and weigh-

Contains 42 sizes of Stove Bolts individually pack. aged, clearly marked and packed into nine handy drawers.

Sizes and retail prices are identified on drawer fronts. You make a handsome profit even on the first turnover—and the cabinet is yours at no extra cost.



The LAMSON BOLT

A handsome modern bolt and nut merchandiser that adds beauty and convenience to any hardware store.

Comes stocked with 106 of the fastest-moving types and sizes of bolts. Includes all sizes through 1/2" x 6" in carriage and machine bolts, as well as stove bolts, lag bolts and washers. All items pre-priced for retail profit.

Sturdy construction with glass partitions and lighted, translucent colored display signs. Sliding door storage beneath; "take home" bags and bolt gauge furnished.

Dealers report 4 to 7 turnovers per year-a neat profit on a "self-service" basis.



LAMSON FASTENER CHEST

Here's a merchandiser especially designed for the Here's a merchandiser especially designed for the fast-growing retail Cap Screw market. A complete stock of Cap Screws and Finished Nuts packed in a handsome all steel enamel 38" v 10" v 10" cabinet. stock of Cap Screws and Emission with packed in a handsome all steel enamel 28" x 12" x 10" cabinet. Nine large drawers contain 63 packages of Cap Nine targe drawers contain 03 packages of Cap Screws and Nuts. Contents of each drawer are clearly identified on the front. Standard packages fit into drawers and act as partitions - keeping the sizes neatly separated.

Save your time, sell more Cap Screws and simplify inventory. The Lamson Fastener Chest can do all inventory. The Lamson Fastener chest can do an these things besides making you an extra profit on

ORDER THESE

MERCHANDISERS FROM YOUR LAMSON JOBBER

or write us for the jobber to contact in your area.

The LAMSON & SESSIONS Co.

1971 West 85th St. . Cleveland 2. Ohio

PLANTS AT CLEVELAND AND KENT, OHIO . BIRMINGHAM . CHICAGO

a great new line of

Forged TUFF-TEST Steel

Wrenches by NONE BETTER
ENGINEERS - LONG BOX - COMBINATION

Heavy Duty and Light Duty Sets in Screw-Tight Metal Clips

These new TUFF-TEST Forged Steel Wrench Sets are strong on profits for you! Drop forged steel, hardened and tempered for long wear-Superbly balanced-Precision broached-Zinc plated, rust and corrosion-resistant finish. All at sales-active prices!

MADE BY THE MAKERS OF THE FAMOUS NONE BETTER ALLOY STEEL TOOLS—TOP STANDARD IN THE HARDWARE INDUSTRY

Powerful Sales Aids for Hardware Dealers!
Tool Display Stocking Boards
Action Boards—Floor Display Racks



5 PC. ENGINEER'S SET

Heavy Duty—Openings 3/8" to 7/8"

Light Duty—Openings 5/16" to 3/4"

Polished or Unpolished Heads



6 PC. ENGINEER'S SET
Heavy Duty—Openings 3/8" to 1"
Light Duty—Openings 5/16" to 7/8"
Polished or Unpolished Heads



5 PC. COMBINATION SET Openings 7/16" to 3/4" Polished Heads



6 PC. COMBINATION SET Openings 3 8" to 3 4" Polished Heads



Light Duty-Openings 3.8" to 7.8"
Unpolished Heads

6 PC. 45° LONG BOX SET
Heavy Duty-Openings 3/8" to 1"
Unpolished Heads



THE NEW BRITAIN MACHINE CO. . NEW BRITAIN, CONN.

Fred J. Thoben Passes in Louisville, Ky.

FRED J. THOBEN, for 25 years treasurer of Stratton & Terstegge Co., wholesalers with headquarters in Louisville, Kentucky, died sud-



Fred J. Thoben

denly during June at his home in Louisville. He was 69 at the time of his death.

Mr. Thoben began his career with the company about 50 years ago as an office boy, serving in later years in administrative work before becoming treasurer of the company. He was a member of the board of directors.

Conger Joins Butler as Representative

J. T. CONGER, sales manager for Monroe Hardware Co., Inc., Monroe, Louisiana, has announced his resignation from that position. Effective August 1, Conger became associated with J. H. Butler, manufacturers' representative with headquarters in Chattanooga, Tenn.

Conger will cover Louisiana and Arkansas representing Samuel Enameling and Stamping Co., M. M. Hedges Manufacturing Co., and The Brammer Manufacturing Co.

Joining Monroe Hardware Co. in 1923, Conger first served in El Dorado, Arkansas for a four year period. He then was transferred to a general territory calling on the dealer trade in Northeast Louisiana and some points in East Texas, continuing in this capacity until 1935. He was brought to company headquarters as assistant to the sales manager and buyer for approximately two years. At the death of the sales manager, he assumed those duties and continued in that capacity until his resignation this June.

W. K. Child to Head Illinois Iron & Bolt

WILLIAM K. Child has been named president of Illinois Iron & Bolt Co., Carpentersville, Ill., following the death on May 14 of Howard Crichton McNeil, president of the company since 1930. The firm, together with its Star Manufacturing Co. division, manufactures a nationally distributed line of farm implement repair and replacement parts.

Child was born in Chicago. He was graduated from Yale University in 1927, and subsequently was engaged in sales work for Wyandotte Chemical Co. of Detroit. During World War II, he served with the Navy in the Pacific, attaining the rank of lieutenant commander. After this, he became associated with Illinois Iron & Bolt Co., and was named assistant treasurer in 1945. He was treasurer of the company prior to his recent appointment.

McNeil joined the company in 1907, following a period as department manager with McNeil & Higgins, Chicago. Born in Elgin, Illinois, and a lifelong resident there, he attended Elgin Academy and was graduated from Phillips Andover Academy and Harvard University. He was 76 at the time of his death.

Texas Hardware Mutual Names General Manager

LESTER E. EDWARDS of Indianapolis, Ind., has been appointed general manager of the Texas Hardware Mutual Fire Insurance Co, of Dallas and was to assume his new duties August 1. He succeeds John W. Tabor who will retire after many years of service with the company as a director, later serving as treasurer and more re-



Lester E. Edwards

cently as secretary and general manager.

Edwards has had 25 years insurance experience in the fire, casualty and accident and health fields. During the past 14 years he has been associated with Federated Mutual of Owatonna, Minn., most recently as sales manager for Indiana. Prior to that time he served as sales manager for the Texas-New Mexico district with headquarters in Dallas.

Evans & Co. Completes Territorial Changes

EVANS & Co., Elizabeth, N. J., has completed territorial changes in their sales representation, D. Goldman, vice-president in charge of sales, announces.

Jack C. Lyle and Associates of Atlanta, Ga., will represent the company, selling their full line of steel tapes and rules in Georgia north of Macon, North and South Carolina, and Virginia.

H. Louis Rolfes, of Cincinnati, will represent Evans & Co. in West Virginia, Western Maryland, and Pennsylvania west of the Susquebanna River.

(Continued on page 42)

HOUSEHOLD BRUSHES





RED BREAST WHISK BROOM

- · HOME
- · OFFICE · SHOP
- · CAR
- America's fastest-selling. best-known whisk. Useful in so many ways that customers will buy several. Tough genuine palmetto fibres snap away dirt and dust quickly.

Convenient hanging ring. 712" overall. SELF-SELLING DISPLAY: Metal rack, with 4 arms,



RANCH HOUSE Outdoor Broom

- PATIOS · GARAGES
 - TERRACES
- · WALKS
- BASEMENTS
- COURTS

First and finest "made-for-the-home" outdoor broom. Helps you sell the huge, "new home" market. Stiff, tough fibres sweep away grass, dirt, litter or snow from outdoor surfaces. Push-broom style makes sweeping easy, non-tiring. 14" yellow lacquered block. 54" red handle, hanging ring.

SALES-MAKING BOX: Each brush-head packed in colorful box. One dozen brushes and one dozen handles in same shipping carton.

DAIRY BRUSHES

up in seconds. Packed in box with dozen whisks.

splays one dozen Red Breasts. Colorful top sign. Sets



the new TANKER

. TANKS . VATS . DRUMS

Specially made for cleaning deep containers. Helps you sell the big, growing "milk holding tank" market. Handle angle gives full use of brush surface. Threaded connection keeps handle secure. Rounded brush surface cleans everywhere. 10½" dia. brush-head. 48" handle. Brush-head individually boxed.

SUPERIOR CONSTRUC-TION-Two-piece waterresistant block; both pieces replaceable separately. Joined by rustless bolts and nuts, countersunk to prevent scratching. Your choice of 3 fillings - crimped black duPont nylon-stiff Ox palmetto-union fibre mixture.

MAINTENANCE BRUSHES

FLOOR SWEEP DISPLAY No. 1

. DISPLAYS . STOCKS · SELLS

Selling money-making Oxco floor sweeps is easy with this attractive, compact display. Order 18 selected sweeps-four most popular styles, and get metal display at no extra cost. Sets up easily-displays 6 sweeps and 18 handles; stocks balance of sweeps in rear. Takes little floor spaceonly 2415" x 1315". Colorful metal sign suggests proper sweep for customer's floor surface...helps you sell.

PACKING: Display unit, 18 sweeps and handles in one shipping carton.



See Your Jobber



Quality brushes of all types -- backed by national advertising and 70 years of brush-making skill

INDUSTRY NEWS







C. Neal Turner

Sam Briggs

Harold Cooper

Lawn Mower Industry Expects 1954 to Be a Top Sale Year

THE LAWN MOWER Industry is experiencing its most successful selling season of its history this year according to members attending The Lawn Mower Institute's Second Annual Convention on June 18th in Washington, D. C.

The Institute, whose members produce about 75 to 80% of the industry's annual volume, has just completed its second full year of operation. The Lawn Mower industry has expanded substantially in the years since World War II, and according to the Institute, 1954 is going to top even the peak production year of 1953 in number of units sold.

This year the Institute members devoted a prime spot on their convention program to a discussion of advertising and marketing problems and techniques in the powered equipment field by John F. Apsey, Jr., director of marketing, Black & Decker. This discussion was supported by a report on the results of an industrywide questionnaire on advertising practices, media, and budgets.

Another important topic on the agenda dealt with the promotion of better lawns generally, a subject of vital and continuing interest to the industry discussed by R. R. Murphy, president of the American Institute of Park Execu-

tives. In this connection, results of most recent tests on grass growth retarders were presented to the membership by James R. Watson, agronomist

B. H. Fischgrund and Floyd Katon of the Excise Tax Ruling Section of the Internal Revenue Service told members at the men's luncheon what the industry could and could not do under existing tax laws and regulations and suggested methods whereby the industry could seek relief for burdens beyond the scope of administrative action.

Presentation of the "Economic Facts of Life for The Lawn Mower Industry" attracted much interest. Tied in with the Institute's Monthly Statistical Reports Program the "Facts of Life" discussion pointed to a keenly competitive market in the next few years with another expanding market in the years beyond, according to Vincent Shiely, chairman of the Institute's Monthly Statistical Reports Committee.

The members were unanimously behind the Institute's Safety Campaign which is designed to encourage the safer use of the industry's products by the general public. Stepped-up activity in this campaign is a principal project in the coming year.

Three incumbent directors were reelected to serve three year terms each. Samuel O. Briggs, vice-president of The Lawn Mower Division, Reo Motors, Inc.: Oscar T. Jacobsen, president of Jacobsen Manufacturing Co. and C. Neal Turner, president of The Eclipse Lawn Mower Co. Other directors are T. Bowring Woodbury, president, Aircapitol Manufacturers, Inc.; D. M. Lilly, president, Toro Manufacturing Corp.; H. M. Cooper, secretary-treasurer, Cooper Manufac-turing Co.; A. W. Schenck, sales manager, Savage Arms Corp.; Herbert F. Engelking, manager, Bolens Products Division, Food Machinery & Chemical Corp.; and John J. Wallace, sales manager, Clemson Bros. Inc.

Climaxing the convention the following officers were elected for one year terms: President, Samuel O. Briggs, vice-president, Lawn Mower Division, Reo Motors, Inc.; vice-president, C. Neal Turner, president, The Eclipse Lawn Mower Co., and secretary-treasurer, Harold M. Cooper, secretary-treasurer, Cooper Mfg. Co.

Roberts' 55th Anniversary in Hardware Business

JULY MARKED the 55th business anniversary of C. S. Roberts, Sr., president of Roberts, Sanford & Taylor Co., Sherman, Texas, For it was in July 1899 that as a young man of 21 years of age, he started work in the hardware business which his father, C. N. Roberts, had helped to establish. After a few years in the warehouse, he moved into the company offices. In 1906 he was elected secretary of the company, in which connection he also had charge of most of the buying. In 1915 he was elected vice-president and general manager; and in 1921, after the death of his father, he became president of the company.

A man of genial personality, Stanly Roberts, Sr., is one of the South's best-known and most highly regarded wholesale hardware executives. He was a member of the executive committee of the Southern Wholesale Hardware Association for several years.

Double Barrelled

SALES ACTION

CLINTON HARDWARE CLOTH

Has an unusually wide range of psefulness in the home, on the farm and for industrial applications.

Extra durable . . . uniformly woven with square, occurate mesh . . . heavily galvanized after weaving for added strength at intersections. Comes in all standard widths and meshes; unrolls flat for convenient handling and ease of affixing.

Hardware Cloth is manufactured and sold under the brand name CALWICO in the West.

CLINTON HEX MESH NETTING

Used extensively for poultry and fur farm enclosures, crab traps, stucco reinforcement and for numerous other diversified purposes.

Available in a wide variety of widths, meshes and wire sizes. Made with extra strong selvages, Clinton Hex Mesh Nettings hang well, are easy to handle, will give years of weather-resistant service.

Netting is manufactured and sold in the West under the brand name CF&I LOK-TWIST.

OTHER HARDWARE PRODUCTS

Gold Strand Insect Wire Screening • Wissco TV Guy Wire
Perfection Door Springs • Wissco Flexible Wire Clothes Line

Clinton General Purpose Welded Wire Fabric
Quick Hitch Gate Springs

CLINTO

CF&I-WICKWIRE
HARDWARE PRODUCTS
THE COLORADO FUEL AND IRON CORPORATION

2284

Morgan Yates Retires After 56 Years Service

AFTER 56 YEARS of service in the hardware industry, G. Morgan Yates has retired as vice-president of Peeler Hardware Co., wholesalers with headquarters in Macon, Georgia.

Mr. Yates began his career with the Dunlap Hardware Co. in Macon in 1898 serving in the retail department. He went on the road as wholesale salesman for Dunlap Hardware Co. in 1902 and joined Peeler Hardware Co. after that organization acquired the Dunlap company in 1930.

In 1943 Mr. Yates ceased traveling and was appointed sales manager of the firm, and in 1950 was elected vice-president.

Mr. Yates, whose retirement became effective July 1, has been succeeded by Frank B. McLain, sales manager of the firm.

Littman, President of Nixdorff-Krein, Passes

EDGAR LITTMANN, president of Nixdorff-Krein Manufacturing Co. and widely known throughout hardware industry, died May 14 in St. Louis, Mo., following a brief illness.

Mr. Littmann had been with the St. Louis chain manufacturing firm for 52 years, and had been president for the last 33 years. He followed his father, the late Max Littmann, as president of the company, which was initiated in 1854.

During Mr. Littman's presidency, the company expanded considerably and achieved the highest level of sales and productivity in its history. In addition to chains for the hardware, industrial and automotive fields, the company manufactures wagon hardware, wire and hardware specialties.

Executive Changes Announced by RB&W

SEVERAL major executive changes are announced by the Russell, Burdsall & Ward Bolt and



William E. Ward

Nut Co., Port Chester, New York.

William E. Ward, for several years vice-president and general manager of the company has been elected president and general man-

Evans Ward, president of the company since 1933, becomes chairman of the board of directors and chief executive officer of the corporation.

Samuel N. Comly has been elected to the new position of executive vice-president. He was formerly vice-president and treas-

John B. Gates, formerly assistant treasurer, becomes treasurer,

The new president, William E. Ward, is the namesake of his great grandfather who was one of the founders of Russell, Burdsall & Ward in 1845 and its first president. This is the fourth generation of the Ward family to hold the presidency of the company.

Ernest Potter Promoted by Fones Bros. Hardware Co.

ERNEST E. POTTER has been named manager and buyer of the sporting goods department of Fones Bros. Hardware Co., wholesalers with headquarters in Little Rock, Arkansas. He will succeed Tip Anderson who has resigned, according to an announcement from R. H. Baker, president of the company.

Potter has served as a specialty salesman for the sporting goods department for the past four years. Prior to joining Fones Bros., he was manager of Barnet Bros. store in Batesville, Arkansas, for eight

Tip Anderson will become a factory representative for tackle and sporting goods lines and will call on wholesalers in the Southwest. He will make his headquarters in Fort Worth, Texas.

(Continued on page 81)

South Bend Vets



Celebrating its 80th anniversary this year, South Bend Toy Manufacturing Co., South Bend, Ind., presented gold wristwatches to Martin Geist, front row—center, 50 years service, and Henry Fischer, front row—extreme right, 55 years. Robert Muessel, president and general manager, front row—extreme left, makes the presentation



Chain and Attachments for countless needs...

• Your own experience has shown you the vital importance of recommending exactly the right chain and attachments for each specific end use.

AMERICAN makes all basic chain patterns so that you can offer your customers, from one manufacturing source, the best and most economical chain for every requirement.

Whether you sell chain for general service, for heavy (or light) duty, for logging, or for some unusual application—you can count on AMERICAN CHAIN every time! Welded chain or weldless chain—you'll find the same high quality in both. Also, a com-

plete line of AMERICAN-made attachments for any type or size of chain.

Now is a good time for you to check your chain stock...reorder fast-selling items... order other items not currently stocked. In this way you can fill all the needs of all your customers. Your AMERICAN CHAIN distributor stocks many popular chains and attachments—and he can get any others for you. Or, write our York office.



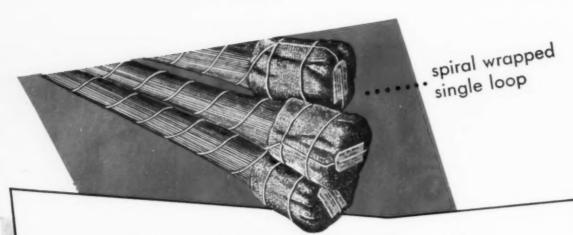


American Chain Division

AMERICAN CHAIN & CABLE

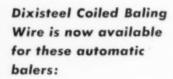
York, Pa., Chicago, Denver, Detroit, Houston, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Bridgeport, Conn.





Reap a harvest of profits with Bale ties—Coiled baling wire





- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

ASAE STANDARD

Be ready when harvest time comes. Have plenty of Dixisteel Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

ATLANTIC STEEL COMPANY - ATLANTA, GEORGIA



Southern HARDWARE

AUGUST, 1954

This dealer has no quarrel with appliances or, in fact, with any lines sold by hardware dealers. He just believes in devoting space and sales effort to those products which boost total sales and bring larger profits

He finds it more profitable to

Concentrate on Hardware

Howard Morris has turned back the clock—to increase his hardware sales.

Now don't get him wrong. Howard Morris doesn't believe a hardware dealer can make money by living in the past. Morris himself is one of Memphis' most progressive dealers. He has a modern store that customers enjoy shopping in. But after several years of doubling as a major appliance dealer and hardware merchant, Morris has decided to concentrate on basic hardware. Call that what you like. Morris—a hardware man for 20 years—calls it being practical

And he'll readily tell you why. First, Morris wants it clearly understood he isn't against major

The housewares department, pictured above, was expanded considerably and now features a wide variety of products displayed on glass shelves. Sporting goods department, right, also benefited from a similar expansion. Display of lures here receives attention from Bill Howse, left, and John Jayne, city salesman for Orgill Brothers & Co., Memphis wholesalers



By Richard Lane



When decision was made to discontinue some products and expand lines of housewares, Morris devised this novel counter with overhead rack. It has proved to be a real eyecatcher and has been copied by other stores. An effective space-saver the display measures 40 feet in length and four feet wide

appliances and he certainly isn't beating a drum for other appliance-hardware stores to follow his example. What to sell and what not to sell, Morris believes, is a problem that each hardware dealer must decide for himself after weighing all the factors.

In Morris' own case, he decided he could increase total sales by using his floor space to better advantage. That meant the moving out of large appliances and the moving in of more housewares, sporting goods and paint.

Morris made the big switch the first of this year. How has it worked out?

Sales figures tell the story better than anything else. In the first two months—bad weather months—the Howard Morris Co. sales volume was up \$1,500.

That \$1,500 increase resulted despite the fact that the company has strong hardware competition from two other stores in the same shopping district. Morris' sales volume increase, coupled with a store program designed to cut expenses by \$4,000 during the year, indicates 1954 will be substantially better than 1953.

There's more to the Morris sales story than the mere increasing of hardware stock, however. When Morris decided to concentrate on hardware, he did some rearranging of displays in order to make full use of the space formerly taken up by large appliances. His original

ideas have caught the eyes of other hardware dealers as well as customers and are being copied.

Let him tell about it:

"When I decided to make more space for profit items, I was determined to put such items within easy reach of the customers," Morris explains. "I put in 40 feet of counter and wall display space on one side of my store that formerly was inaccessible because of bulky merchandise on the floor. Then I

Howard Morris, shown here serving customer in housewares department, puts merchandise out in the open, makes it easy for customers to shop all departments of the store

dreamed up the idea for a combination counter and overhead display rack as a space-maker in the middle of the store, well toward the front.

"This overhead display rack—40 feet long and four feet wide—is a real eye-catcher. Already it has been copied by several other hardware dealers in Memphis and one dealer in Arkansas who apparently know a good thing when they see it." Morris smiles.

"It is ideal for the displaying of large, brightly colored items, such as waste baskets, pots and pans, kitchen stools and even small appliances. Sales of mail boxes, for example, have doubled since I have been displaying them on this counter and rack.

"I increased my stock of housewares substantially, and I arranged counters where the customers can browse and shop leisurely. There is plenty of room to get around in where formerly the customers were hemmed in by appliances. I change the displays frequently to make the new counters constant attractions."

Morris has used bright yet pleasing colors on walls back of displays. For example, there is a flamingo tint back of the housewares counter, soft yellow behind the tools and a soft green background for sporting goods. Wall displays are on glass shelves.

"I am a firm believer in proper (Continued on page 64)



PRICING MERCHANDISE and keeping track of price changes is accomplished by the average southern hardware retailer without need for complicated procedures or systems. For a majority of southern dealers, the hardware wholesaler or the wholesaler salesman is the primary source from which such information is obtained.

This situation was revealed in the results of a monthly trade survey conducted by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southwestern states.

Such reliance on the hardware wholesaler for pricing information is in keeping with the operating practices of the trade down South. A previous survey, "The Buying Practices of Southern Dealers," which appeared in the April issue of Southern Hardware, disclosed that southern retailers depend largely upon the wholesaler salesman for information on the availability of new merchandise, price fluctuations, and even short items in their inventories.

This latest survey revealed, generally, that a majority of southern hardware retailers figure their selling prices by applying a flat percentage markup to staple or shelf merchandise. They change their selling prices in accordance with market changes, but do not let their prices be determined, necessarily, by competitors' prices

Further, the results of the sur-

Pricing merchandise is a simple matter for the average southern hardware retailer. He applies a flat percentage markup to staple merchandise and depends upon the wholesaler to keep him posted on changes in prices

vey indicated no uniform plan which dealers have for keeping tabs on competitors' prices. Many plans are used, but no one procedure is favored by any large group of dealers.

Question No. 1 of the survey asked, What system, if any, do you use to keep track of price changes? More than 61 percent of the dealers answering this question indicated that they depend upon the wholesaler, in some way, for information on prices changes. Of these approximately 24 percent merely reported that they rely on the wholesaler for this information, while 30 percent keep abreast of such changes by constant checks with wholesaler salesmen. "Current orders" were mentioned by 7 percent as their chief source of price information.

Additionally, a small number of

Southern Hardware
TRADE SURVEY

dealers in each case mentioned that they obtain their information on prices or keep track of prices through market letters, advertisements, visiting competitors, price lists, manufacturers, and "memory." About 18% replied that they have no system in use.

In the survey's second question dealers were asked, Generally do you change your selling prices in accordance with market changes, or do you change selling prices only as cost prices are changed on merchandise received?

A small majority of the dealers answering this question, 58 percent, replied that their practice is to adjust selling prices as the market changes. On the other hand, 43 percent prefer to change selling prices only as cost changes on merchandise received. Depending upon the lines involved 23 percent of the reporting dealers use both methods of pricing merchandise.

The actual pricing of merchandise is a simple procedure for a large majority of southern dealers. 88 percent of whom indicated that a flat percentage markup is ap-

(Continued on page 54)

Servicing Power Mowers

wins added sales for Texas dealer

By Baron Creager

WITHOUT SERVICE, there wouldn't be 25 power mower sales a year for the Noble Hardware Co. of Wichita Falls, Texas, according to Robert Noble and his father, T. E. Noble, the latter being one of four owners of the business.

Robert (Bobby) Noble actively manages the power mower service department of the business, repairing and sharpening mowers himself and personally making an average of at least five service calls daily during the lawn maintenance season.

Young Noble is too busy with the service department to have much contact with sales, but he says it is the experience of this store that the prospect will not buy without the assurance that the store will service the mower it sells.

Both Bobby and his father emphasize that readily available parts and service, with an unusual delivery policy of the store, help hold big-ticket customers and sell



Bobby Noble actively manages power mower service department, operating his own service truck for maximum customer convenience. Dependable service has helped company build sales of power mowers from total of six in 1946 to annual rate of about 125 for the current selling season

additional and unrelated merchandise. Bobby's pick-up truck, lettered with his name and equipped with a hydraulic lift for getting mowers in and out with ease, is often leaded with other merchandise for delivery when he makes his service rounds. It is so easy, he explains, for a customer to phone in a service call and, at the same time, place an order for some item needed by the household. This procedure is much more convenient and attractive for the customer than making a special trip down town in hot weather.

The Noble Hardware Co. had sold more than 100 power mowers by the middle of June, this year, and Bobby Noble said at least 125 sales were assured for the season. Sales ranged from the smallest power job to the huge, tandem machines. But the first year the firm handled power mowers—in 1946—only six were sold.

"A good power mower kept in good running and cutting condition builds a tremendous amount

(Continued on page 66)





Selling Christmas Dolls

-By-

... in September

THE FIRST WEEK in September a spectacular parade of quality dolls takes the spotlight in the toy department of the Alabama Hardware Company of Mobile. The event opens a highly-publicized pre-Christmas layaway plan.

"If past records are any indication, we will sell around \$2,600 worth of dolls on layaway within three weeks after this promotion breaks," Manager Bill Allen declared. "This will be supplemented by sales of all types of doll furniture, wardrobe accessories, carriages, etc., that are featured in that department. We bid for the full interest of the doll customer. And, as a result of the heavy store traffic that results, many other toys handled by the store are purchased on layaway."

With toys a heavy volume producer for the store all year long, the holiday layaway event is promoted first inside the store. The program begins with a fresh, large-scale showing of Christmas dolls, aimed to attract the attention of customers already in the store.

Thirty feet of wall area, with adjustable glass shelving, is given over entirely to dolls. Only dolls of the most outstanding types and of the "expensive" class are in this

selection. These are mass-displayed under their well-known brand names. Dolls with the most "human" characteristics, such as walking, talking, and weeping, are placed at eye-level and in convenient reach of the customer.

Incoming traffic downstairs is directed to the doll display by prominent signs on store posts and stairway landing. These posters are decorated in bright Christmas colors. How to participate in the pre-Christmas doll layaway event is the focal point of each sign. The instructive copy reads: "Dolls to \$10...\$1 Down. Dolls to \$20...\$2 Down; plus small weekly payment will hold your choice until needed."

"A week after our warm-up period with store traffic, one large ad and several smaller ads will appear in the Mobile Press Register. These will have similar copy heralding the doll event, plus a variety of large cuts to promote the name brands and the different types," Allen said. "Subsequent copy being prepared for these ads will play up, generally, our toy department's theme of 'quality' toys only. We stay well away from the cheaper varieties.

"Once our main newspaper ad



has been introduced, front window displays devoted exclusively to dolls are featured. These start with one small half-section, later expanding to include the largest window area available in the front of the store. Frequently, individual dolls are demonstrated in motion."



Quick-Service Comes South

At check-out counter customer unloads selections from basket as cashier rings up sales. Store Manager Niles Gray, below, points to sign that urges customers to ask for help if needed



DESIGNED TO encourage maximum self-service, the remodernized hardware store opened recently by W. B. Greene Co., Kingsport, Tennessee, is selling more merchandise, more efficiently and at less cost.

Believed to be the largest "quick-service" hardware operation in the Southeast, the store, which is housed in an annex to the main building, makes all merchandise easily accessible to customers.

"Although not exactly the same, the operation is patterned after the grocery supermarkets—even down to shopping baskets and check-out stands," explained Niles N. Gray, store manager and advertising

director of the organization.

"The idea is to facilitate storewide shopping, stimulate impulse buying, speed up shopping and reduce our work. In other words, increased sales at less cost."

Though it is a bit early yet to make definite comparisons it seems apparent that the foregoing goals are being achieved. Gray estimates that the work load borne by employees has been lessened about 30 percent, and he is confident that sales will increase a similar percentage.

To be of maximum efficiency, however, a self-service or quickservice type of operation must ful-

(Continued on page 72)

Fully departmentized store makes all products easily available to customers



Do-it-yourself section occupies prominent position on man's side of store. It is comprised mostly of displays of power tools. Here, Salesman H. Johnson attaches price tag to a power tool

Self-service layout of store by no means eliminates salesmen who are on hand to do even more selling than before where such effort is needed. Salesman Carl Barger helps customer select garden equipment. Below: hardware store annex adjoins main building











Glass shelves of several floor fixtures add to visual appeal. Here, Robert Belcher, manager of the new store, checks display for cleanliness. Company president. W. B. Greene, below, demonstrates self-service nail bins. Price markings are on end of bin



With store window at right paint department is visible easily to passersby. Location of paints near gift department has increased sales of paint and accessory merchandise to women customers

Paint Sales Disappointing? Then Change Department's Location

If the paint department in your store is not attracting customers and returning the profit it should then consider the experience of Arkadelphia Hardware Co., located in the Arkansas city of the same name.

Last spring, dissatisfied with paint sales and particularly with the fact that comparatively few women patronized the department, this company switched the location of the paint department. The new section now occupies several square feet less than formerly, but paint volume increased more than 50 percent the first three months, according to Pete Randolph. That was thought to be particularly significant in view of the fact that the company had been selling paint for many years.

Previously the department was on the left side of the store, about two-thirds the distance towards the rear. It was conspicuous enough, once a customer went that far back into the store; but it was out of the traffic lanes ordinarily used by women. As a consequence, comparatively few women except those who came to the store specifically to buy paints, visited the department.

Paint is located now in the very front of the store, just at the right of the entrance. Actually, a part of the department occupies the front window, since there is no backdrop for the window.

On the opposite side of the entrance is the gift shop, particularly appealing to women. Being near the gift department has brought some additional paint business to the newly located section, Randolph believes; but to a great extent the increase has come as a result of passersby who see the attractive paint department through the store's window.

Actually, impulse buying has accounted for the major increase in paint volume. Customers are reminded of paint needs as they enter the store to shop for gifts or as they pass and see the displays, Randolph says.

Featured in the displays to be seen from the sidewalk are enamels and other inside finishes especially appealing to women who want to repaint a room or a piece of furniture.

The department not only displays a color chart as a part of the inside unit, but it is in constant use in helping women customers to make their selections of merchandise.

The manager of the gift shop, a lady experienced in interior decoration, frequently assists women customers in making their paint selections, and such customers are encouraged to take their time shopping for paints and to talk over their painting problems with the personnel of the store.

Dealers Discuss Keeping Track of Prices

(Continued from page 49)

plied on staple or shelf merchandise. About 12 percent of the dealers answering this question, however, indicated that certain lines are priced in accordance with demand, competition, selling appeal or other factors which affect the rate of turnover.

Question No. 4 of the survey was, Are your selling prices largely determined by your competitors' prices? If so, who are your chief competitors?

In reply to this question 65 percent of the reporting dealers do not let competitors' prices determine the selling price placed on their own merchandise. Of the 35 percent who do establish prices in accordance with competitors' prices, 58 percent indicated that their chief competition comes from chain stores and mail order houses. "Other hardware stores" provide the main competition for 9 percent. Other sources of competition listed by a small number of dealers in each instance included: discount houses, grocery stores, department stores, paint stores, "wholesalers" selling at retail and co-ops.

Varied Practices

As the answers to the final question revealed, dealers have many ways of keeping informed of competitors' prices. Newspaper advertisements are the principal means by which 29 percent stay posted on competitive prices. An additional 29 percent depend upon observation including personal shopping by store personnel and friends. Direct query of customers is used by 24 percent of those reporting while 11 percent make direct queries of competition. Of those dealers answering this question 32 percent reported that they have no plan at all.

How they merchandise seasonal goods

Out of Season



Owner King, at left, uses pole equipped with a bent bolt to lower end-of-season item from ceiling pipe. Extra space made possible a highly profitable seed department, shown above

DISPLAY OF SEASONAL items at the end of that particular season presents a special problem for the dealer who has limited space for display and storage. The new season, with its fresh items, demands immediate attention, yet the old season still offers too much profit for products to be shelved entirely.

Overlapping seasons were a serious problem to the owner of the C. T. King Hardware Supply Co., Conway, Ark., until he worked out a simple solution as to how his compact store could bridge the seasons profitably.

Knowing that items which can be seen have more sales value than those which are hidden, he hit upon the idea of store-length pipes. These pipes, hung from the ceiling by chains, provide a display fixture that can be kept out of the way, yet which shows borderline seasonal goods to advantage. From strong hooks on the pipes hang a multitude of articles that will at-

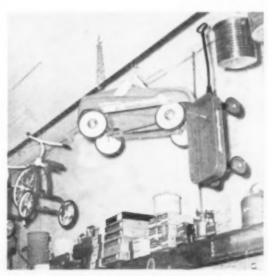
tract the attention of customers.

To reach an item easily, he fashioned a long pole made of cane, equipped with a bent bolt at the end. With this, he lifts the ceiling-high items from

their hooks.

"I like the plan," he said, "because it makes use of waste space near the ceiling, and, at the same time, prevents things from becoming shopworn. You take those wagons, tricycles, and scooters up there. Displaying them at floor level takes up a lot of space and subjects them to scars and damage. Yet, when the Christ-

Christmas toys are hung to remain in view of birthday shoppers mas season is over, I can't afford to put them away because birthdays come every month. That means wheel goods have more than a seasonal demand. Displayed from







Customer, at left, inspects poultry equipment which is given "up front" location at proper time. Outside displays of seasonal items have boosted sales

the pole, some are sold every month in the year."

The day after the winter hunting season ended — a season that was unusually profitable for King — he moved hunting clothes to the rear, where they still could be seen, and hung a few items, such as hunting coats and gloves, from the overhead pipe. The space at the front of the store vacated by hunting clothes was used for chicken brooders and feeders.

"An electric brooder is sometimes an awkward item to display," he pointed out. "But my plan of making use of all wasted space in my store enables me to put a brooder up front before the season actually opens. Customers then find out immediately that I can supply their needs."

Three years ago, when King opened his store, he thought he did not have room for a seed department. But at the beginning of spring, people came in asking for seeds and he felt that he was losing money by not giving seeds a try.

By swinging those bulky borderseason items on his poles, he provided space for a permanent seed department. Then he sought the aid of a good seed salesman in setting up the department.

When the seed season opened this year, people almost stormed the store to buy. From early morn-

56

ing until closing time, they came for seeds because they discovered that King had planned ahead to meet their needs. The seed department was clean, the stock fresh, and if King could not advise them about their wants, he had good seed catalogs on hand to aid

him.

"A seed dealer must know seeds," he explained. "I was a farmer once, and thought I knew seeds. But when I opened my seed department, I learned that a dealer must know a little more than a farmer about seeds. I let the seed salesman coach me, and I studied those catalogs.

"I don't know exactly how competitors operate, but I do know that my own plan of furnishing fresh seeds works out to my advantage. As seeds come in upon order, I date them. Then I sell the

(Continued on page 74)

How Chain Stores Control Stock On Their Seasonal Merchandise

IN A RECENT bulletin to the members of their sales organization, Oklahoma Hardware Co., Oklahoma City, Okla., included some information on chain store inventory control methods:

"Do you know how chain retail stores control inventory so they always have stock on hand without overstocking? It's a simple, practically foolproof formula, and its use could increase your dealer's sales on many of the seasonal lines and his profits as well. On lines such as lawn mowers, garden hose, steel goods, fans, evaporative coolers, and gas heating appliances, the chain stores check their previous year's total sales and order 50% of that figure, less their carry-over, to have on hand at the beginning of the selling season. As soon as they sell the first 25%, they order 25% more. They are then selling from the last half of their initial order, while the third 25% is in transit. Finally, when the initial order is sold out, they analyze the situation and if it appears they'll have a demand at least equal to the previous year, they then order out the last 25% and can still sell from the first re-order until this shipment arrives.

"This simple control of purchasing will keep seasonal lines on their sales floor all the time, yet never getting them into any serious danger of over-stocking. Pass this formula along to your customers—they'll find it worthwhile to take an occasional cue from the chains."

With half-price specials . . .

"Stickers" Move Out

This Texas dealer moves old merchandise at surprising speed with half-price specials prominently displayed near front of the store

HARDWARE STORE "stickers" in a dozen categories move out rapidly from two "half-price special," three-step displays located near the front door of the Grayson County Hardware Co., in Denison, Texas.

Owner J. F. McGehee says that when needed, these two "special" displays can and do move old merchandise at surprising speed, thus helping to keep the stock clean.

One display features a wide variety of accumulated items and in one recent month this island was adorned with \$100 worth of merchandise at retail. But it would all be sold to bargain-hunters, said McGehee, making way for other merchandise.

The other display features discontinued colors of paints. When there is an occasion and seasonal The display at right shows \$25 worth of paints in colors that have been discontinued by the manufacturer, will sell fast to bargain hunters in store

Below, Owner J. F. McGehee stands beside his half-price display island that moves out odds and ends and keeps turnover at fast rate





conditions make the floor space available, this small display appears up front with colors and types of paints abandoned by the manufacturer. In this manner the paint stock also is kept clean and up-to-date.

However, when seasonal promotions require the maximum amount of floor space, especially the Christmas season, both "special" displays give way to more timely merchandise.

"It was through an accumulation of spoiled sets of china that we learned about the power of (Continued on page 60)



Display of 13 felt base rugs located just forward of credit department where traffic is heaviest helped to increase profits 300%

—By— Herb Grayson

Floor Coverings — from problems to profits

SELECTING THE 13 best selling patterns of 9 x 12 felt base rugs and displaying them to catch the customer's eye helped to increase floor covering profits more than 300% in one year for Albert M. Karner, owner of a hardware store in Broken Arrow, Okla.

This increase in profits resulted from the owner's determination to transform a stale floor covering department with too little storage and display space and too much damage and waste into a thriving department capable of attracting the community's business.

Back in late 1945, just after the war, when Karner bought this store, about all he had, except for a nondescript stock of hardware, were his high hopes and an old rack that would store five rolls of nine-foot felt base rugs.

Karner concentrated on building

up his stock of hardware and buying what furniture he could get his hands on. Because it was hard to get, he practically forgot about floor coverings and, as a result, this department showed no profit for years.

For one thing, Karner realized he didn't have the floor space to capture the floor covering business of this progressive community of 5,000. There were several stores engaged in the sale and installation of floor coverings, especially linoleum. But, in the back of his mind he knew he was passing up extra profits by not pushing floor coverings more vigorously, especially print enamel felt base rugs, as no outlet was promoting the sale of this particular type of floor covering.

Early in 1952, Karner started planning ways of increasing his



An ingenious rug rack which Owner Karner designed to solve space problem is shown in center photo. His homemade cutter, shown above, helps eliminate damage and waste

floor coverings profits in the limited available space and without additional cost. He reasoned that if he couldn't meet competition by attractive displays, he would have to create something unique that would do a successful selling job.

"I suppose if I had known what a headache I would run into before the project was finished, I would have forgotten the whole idea," declared Karner, "but I

(Continued on page 75)

Tackle sales climb when

Displays Have Family Appeal

By Theron Garvin

Sales of fishing tackle and picnic supplies have increased more than 30 percent since M. M. DuRard, owner of Jasper Hardware Co., Jasper, Texas, expanded his department so it would have plenty of items that would appeal to every member of the family.

"We have found that as more families are spending their evenings together watching television, they are automatically planning more activities, such as their outdoor recreation, which they can do together," explained DuRard. "Many of these husbands invite their wives to take a fishing trip with them for the first time. As the family stays together, the members are learning to play together.

"Therefore, we have built our tackle department to appeal to the entire family and as a result, we are getting a big share of the new business.

"We are fortunate in having on our sales force a husband and wife team who like to make fishing trips together. They enjoy discussing fishing and can advise our customers on almost any tackle problem. I think that this, plus having an attractive selection of barbecue and picnic supplies, accounts for the 30 percent increase we had in this department last year."

Located on the right side of the store, the tackle department is the first thing a customer sees when he enters the front door. Large, open displays direct customers to the unusual department.

"It is interesting to note," says DeRard, "that eight out of 10 men



Open displays appeal to men and women. Above, lady plans for outdoor cooking. Display, below, invites customers over to make a close inspection





Salesman and customers talk over plans to take their wives fishing. One display rack of rods is devoted to men and another to women customers

who spot the new-tackle display feel impelled to walk over and check the items very carefully. We have every lure displayed on a special board so customers can examine each one. Their bright colors seem to have a drawing effect that customers can't resist."

To coordinate fishing tackle with all other departments, a selected number of tackle and picnic items are displayed throughout the store to create interest. When a customer expresses interest in one of the items, he is invited to visit the department to inspect a larger display.

"We have found many ways to attract and interest women in learning how to fish," explained DuRard. "First, we will give them free instructions on the proper way to hold a rod, attach a lure or unhook their catch. Frequently these instruction periods last for 30 minutes at a time.

"Next, we encourage husbands to buy their wives a tackle outfit as a present for some special occasion. If she doesn't like it, he can always use it himself. We always caution him, however, to make this an 'extra' gift so she won't resent it. We also make many sales to men for their boys."

A list is kept of all regular fishing tackle customers, especially the husband and wife groups. This list is used for telephone calls when new merchandise is received or someone reports an excellent catch at a certain place.

"Another good method of creating an interest in fishing for women is to sell them on the idea of outdoor picnics and outings," said DuRard. "We stock a complete line of outdoor cooking and camping equipment. Many women each month start building toward a complete outdoor outfit. We then sell them on the idea of buying tackle: 'what about your's and your husband's fishing tackle—the calendar says you will need it next weekend'."

Every item of merchandise in the fishing tackle department is on open display so that customers can inspect and examine it without any help from the sales force. Every item is price marked, a factor that pleases the women customers.

"Families enjoy activities they can engage in as a group," concluded DuRard. "We have placed our tackle selling emphasis on this fact and our customers and sales are increasing as a result."

"Stickers" Move Out

(Continued from page 57)

a half-price display in moving 'stickers'," McGehee related.

"At the end of 1952 we found ourselves in possession of 75 sets of china, all of them with a broken piece or some defect in the set. It was an accumulation of at least 10 years, for we had kept buying and shoving back, buying and shoving back.

"We had discussed what to do about this accumulation and then, in January of 1953, I went on a trip. While I was gone the sales staff decided to move out all that china and surprise me when I came back. And to this end they loaded both windows with china and used a substantial newspaper advertisement. However, they picked the wrong time of the year — January — and the promotion fizzled, with practically no sales."

The time of the year was wrong, McGehee pointed out to the staff because a month had not passed since the population of the territory had been on the annual Christmas buying splurge. Furthermore, sales all over Denison in January on apparel and bigticket merchandise had absorbed surplus buying power.

"So I waited until June," he continued.

"We got out those 75 sets of china, cleared a counter, covered it with table cloths for attention value, and loaded the counter. Of course, we had too many sets of china to be contained in the space we allotted, so we had the additional sets lined up on the floor for easy inspection.

"Then we used a newspaper advertisement, four columns wide by 10 inches deep, announcing this half price sale. The advertisement specified that the sale would begin at 9 o'clock on a certain morning, but women were waiting in front of the store at 8 o'clock. In two days we sold all of that accumulation of china."

After that experience McGehee decided that half-price specials would move other odds and ends.

"Some of the people are forever looking for a bargain," he reasoned, "and we are always accumulating odds and ends of 'stickers' and 'cats and dogs.' It's just a matter of getting together on common ground. So we offer items we no longer value at full retail price and the bargain hunters buy them."

For obvious reasons, McGehee rigged his larger display near the front of the store. It occupies a space five by six feet at the base and will accommodate any normal accumulation of 'stickers.' On this occasion it displayed kitchen utensils, cutlery, glassware, china novelties, salt and pepper shakers in conventional and novelty patterns, aluminum ware, etc.

Texas Wholesalers Meet

By Their action in executive session at their 58th annual convention in Galveston, Texas, members of the Texas Wholesale Hardware Association broke two-long-standing precedents — precedents that have prevailed for more than half a century, or for the life of the association, according to the best recollections of veterans in the organization.

They voted to convene for their 59th convention, in 1955, in Fort Worth, whereas, the convention has never before been called to order except in Galveston and San Antonio.

The other precedent overridden had tacitly called for re-election of officers for a second one-year term at conclusion of the prescribed one-year term. This year, for the first time in association history except in cases of death, elective officers retired or advanced after serving less than the customary two years.

Convention dates were June 18 and 19 and the Galvez, Buccaneer and other hotels were filled to capacity with wholesalers, personnel and members of the Texas Hardware Boosters club. Total registered attendance set another new record of 590, compared with 550 last year, according to the report of Howard Weddington, secretary-treasurer for both organizations.

Attendance figures, however, could ascend to another new high next year in Fort Worth, with the renowned Amon Carter ranch available for the annual Friday night cocktail party and dinner, a standing entertainment feature.

Charles E. Nash, of the Nash Hardware Co. of Fort Worth, presented and sponssored the invitation of that city. In addition to being a past president of both the Southern Wholesale Hardware Association and the Texas association, and immediate past chairman of the Texas executive committee, Nash is current president of the Fort Worth Chamber of Commerce.



Executives of Texas Wholesale Hardware Association at breakfast. Beginning in left foreground and reading clockwise, those shown are: Tom Clark, Buhrman-Pharr Hardware Co., executive committee; Ganahl Walker, Builders Supply, and J. E. Ziegelmeyer, Huey-Philp, both retiring from executive committee; Gus Momsen, Momsen-Dunnegan-Ryon, executive committee; Fred W. Heitmann, F. W. Heitmann Co., president-elect; Howard Weddington, secretary-treasurer; Charles E. Nash, Nash Hardware Co., retiring chairman of the executive committee; C. Stanly Roberts, Jr., Roberts, Sanford and Taylor Co., retiring president and chairman of executive committee.

Commenting on the invitation afterwards, Nash said:

"When the Chamber of Commerce proposed that I invite the convention, I told them it was an impossibility because we didn't have a place in Fort Worth for the big cocktail party and dinner. Later, they came back and told me the Carter ranch would be available for that party, so that put me on the spot.

"Of course, the site of the party is a choice of the Booster club, which annually arranges and underwrites entertainment for the wholesalers. But I suspect the Boosters will take advantage of availability of the Carter ranch."

Election of wholesaler officers followed recommendations of a nominating committee headed by Gus Dittmar, San Antonio Machine and Supply Co., Waco, and including Herman T. Biar, the Schoellkopf Co., Dallas, and J. P. Brewington, West Texas Wholesale Supply, Inc., Lubbock.

This election advanced Fred W. Heitmann, of the F. W. Heitmann Co., Houston, to the presidency. He succeeded C. Stanly Roberts, Jr., Roberts, Sanford and Taylor Co., Sherman, who became chairman of the executive committee. Early in 1953 officers and executive committeemen had appointed Roberts to the presidency, following the death of President E. D. Peden, who had been similarly appointed to the same vacancy created by the death of President David Nash. Roberts was then formally elected in June, 1953.

Joe Wood, of the Corpus Christi Hardware Co., was advanced from second to first vice-president and the new second vice-president is Jack Neely, of the Amarillo Hardware Co.

The executive committee now consists of the officers, Secretary-Treasurer Wedington, and two holdovers, Gus Momsen, Momsen-Dunnegan-Ryan Co., El Paso and Tom Clark, Buhrman-Pharr Hard-

Booster Club Officers



Texas Hardware Boosters club officers are, seated: President Warren F. Ward and Retiring President Charles F. Lanter. Standing, Joe F. Torbron, first vice-president and John During, second vice-president

ware Co., Texarkana, Ark.; and two newly-elected members, J. C. Pollard, W. H. Richardson Co., Austin and Elmo R. Beard, Tyrrell Hardware Co., Beaumont.

In their 18th annual meeting the Texas Hardware Boosters went along with precedent and advanced junior officers to new positions, with Warren Ward, Clemson Brothers Co., Dallas, succeeding Charles F. Lanter, Colorado Fuel and Iron Corp., in the presidency.

Joe F. Torbron, Lamson and Sessions Co., Austin, advanced from second to first vice-president and the new second vice-president is John During, manufacturers' representative of Dallas.

The executive committee consists of the officers, Scott Poage, American Chain and Cable Co., Waco; Clyde Holley, Atkins Saw Division; Hubert Groves, Fayette R. Plumb, Inc.; and Frank Jordan, Lufkin Rule Co., all of Dallas.

The advisory board, headed by Past-President Lanter, includes Past-Presidents Earl Stafford and Edwin Luther, respectively representing The Stanley Works and True Temper Corp., both of Dallas; Ray Young, Peterson and Lowe, Houston, and Sheldon Hardison, John K. Wilson Co., Memphis.

Principal formal feature of the convention was the customary joint meeting of wholesalers and Boosters, with the call to order by President Roberts of the wholesalers.

For this occasion the principal speaker was Dean William R. Spriegel, of the college of business administration, University of Texas, with the subject, "The Price of Leadership."

He contended there are leaders who lead and leaders who theorize, but the real leaders are those who both lead and theorize.

"Those who fail to pay the price of success must pay the penalty of failure," he continued. "The price of leadership is high, but the rewards are bountiful.

"Business leaders must live and act so that people will know what is being done. Business men must not be tongue-tied, state socialists certainly are not. If you are asked to address a high school group, don't find yourself too busy to accept the invitation. If a representative of the CIO were invited to address the same group, he would not be too busy."

The speaker said qualities of business leadership include technical and social competence, wide acquaintance, ability and willingness to delegate responsibilities to others, ability to organize, plan and provide dynamic leadership.

Previously, in delivering greetings on behalf of the Booster club, President Lanter had produced a chuckle of amusement when he addressed the convention as "friends and customers," adding:

"But we are not meeting today as buyer and seller, we have no arguments over discounts, we are here on a two-day holiday. Monday we will be back at our desks with a better understanding of each other and a realization that it is the friendships we make that are lasting things in life."

Following Lanter, with greetings from the Southern Wholesale Hardware Association, Charles Nash said it was his opinion there is "no distributor present who will not take an extra 5 or 10 percent." Then he recalled that in April, 1953, Texas wholesalers had been hosts at a Western style cocktail party for the joint convention of the American Hardware Manufacturers Association and Southern wholesalers, in Dallas.

Nash said that was the first such party in the history of the Southern, but similar entertainment features followed at both the Atlantic City and New Orleans conventions.

"You have created a new thing, where all of us can get together, and we of the Southern are very proud of you," he concluded.

A telegram of greetings from R. H. Coleman of the Remington Arms Co., current president of the American Hardware Manufacturers Association, was read by President Roberts.

Another Booster activity during the convention was the first annual breakfast meeting of the Past Presidents' club, served on the first morning of the convention. J. Frank Boxwell, first president (1935-37) was host to 11 of the 16 past presidents.

One past president, Dan M. Bell, is deceased and other absentees were Lowell S. Pickup and W. E. Love who, with Bell, were second, third and fourth in the presidential chair in that order, and Frank D. Winslow and C. B. Hasford.

Attending were, in addition to Boxwell, Fred C. Buck, Harry A. Taylor, M. G. Lipscomb, L. D. Kelly, Jr., Malcolm E. Reid, Dewey Godfrey, Paul H. Bowen, P. H. Speaker, Jr., Edwin M. Luther, C. Earl Stafford and Charles F. Lanter who, by noon of that day, was also a past president.

Throughout this convention there is a minimum of business and a maximum of entertainment, including special features for ladies, a golf tournament for men and a cocktail party and dinner with the usual trimmings on both evenings.

"I even cut flashlight lenses out of scrap pieces of L·O·F"

Sommers Hardware Store, Beverly Hills, Chicago, III.

Mr. Sommers had just finished running several test-cuts on four well-known brands of single-strengthglass, labeled A,B, C, and D. He had not been told which brand was which until after he had selected the one that was easiest to cut.

He picked "C" every time—and "C" was L·O·F. In fact, more than 9 out of every 10 dealers who took the same test picked L·O·F.

"This L·O·F Window Glass gives you a smoother cut with no effort on the cutter," said Mr. Sommers. "And if you have inexperienced fellows cutting glass, you can waste a lot of money if you don't use L·O·F."

L'O'F Window Glass is easiest to cut into big or little pieces, angled or curved pieces. Even narrow \frac{1}{8}" strips come off cleanly, with a light, easy stroke.

L'O'F cuts easier because it is annealed more slowly and patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



Try the "Blindfold Test"
Yourself!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.



LIBBEY-OWENS-FORD the easy-to-cut WINDOW GLASS



More Profitable to Concentrate on Hardware

(Continued from page 48)

display as a merchandising aid," Morris adds. "I mark the price on every item and see that the item is kept dusted and clean. This is particularly important with housewares. A woman simply doesn't like to pick up a dust-covered dish, pot or pan.

"I am stocking and selling more aluminum ware, glass ware, and kitchen stools now than ever before and am getting much comment from customers on the wide variety."

Incidentally, Morris has found cast iron ware still sells good, despite the fact that many hardware dealers apparently are reluctant to stock it in the belief that it moves too slowly.

"I've sold cast iron ware to customers from places as far away as California and Texas," Morris declares. "Out-of-town customers, in particular, seem surprised to find such items in my store—and I guess they are getting hard to find in city stores, at that," he said.

"I have a good source of supply, can get quick delivery and the price is right. Yes, these items will sell if you let the customers know you have them."

What about sporting goods and paint, now that Morris is putting increased emphasis on them?

The addition of more sporting goods and better display space are paying off, Morris explains. "As an example, we arranged a mass display of fishing tackle and lures recently and sold more of these items in a couple of days than had been sold in quite some time. The well-arranged display immediately caught the eyes of fishing enthusiasts and resulted in many sales that I certainly wouldn't have gotten without the display."

As for paint sales, they have long been good at the Howard Morris Co. The store carries a well-known brand. It's a good tie-in with the housewares department, too, since Morris sells 75 percent of his paint to housewives.

Morris' theory that power of suggestion is the easiest way to sell was dramatically proved to his own satisfaction during the last Christmas season.

Novel Item

He bought a half-dozen needle threaders-a novel yet simple device priced retail at \$2.95 apiece. He displayed them beside his cash register on the wrapping counter. By the end of the first day, Morris had sold five of the six. He kept the sixth simply as a sample and rushed an order for more the next day. Order after order sold out. By the end of December, Morris had sold 175 needle threaders simply by displaying them where the customers could see them. The majority was sold to men, perhaps with gift ideas in mind.

Another Morris promotion that clicked during the same month was electric trivets. He sold six dozen of the \$4.95 items as Christmas gifts.

Morris was a city salesman for a Memphis wholesale hardware house for 13 years before going into business for himself six years ago. He is a leader in the Memphis Retail Hardware Dealers Association and has had much to do with organizing and promoting the association's advertising program that features full page newspaper ads once or twice a month with all participating dealers listed.

He proved to fellow dealers that he can turn a neat phrase as well

IT'S A SIGN OF QUALITY

U. S. Royals have consistently led the way in bicycle tire developments that have brought new bicycling ease, safety and enjoyment to millions.



IT'S A SIGN OF PROFIT\$

A COMPLETE LINE —There's a U. S. Royal Tire for every American-made bike and most foreign-made bikes.

A QUALITY-FAMOUS LINE — Powerful year-in and year-out promotions combine with word-of-mouth support from millions of happy U. S. Royal users.

A PROVEN SALES LEADER—U. S. Royals are first as original equipment on America's finest bikes... tops in replacement sales. For the full, exclusive U. S. Royal profit story, see your distributor today.

U. S. ROYAL RIDER

Tops in the U. S. Royal line
... pedals twice as easily ...
coasts 60% farther ... lasts
twice as long as ordinary tires.

NEW U. S. ROYAL

Makes balloon tire bikes ride like lightweights! Completely new tread design and construction gives lightning response.



America's fastest-selling Bicycle Tires



U. S. ROYAL CHAIN

America's most popular bike tire ... exclusive built-in skid chain for positive traction ... rugged tread compound for lasting service.

U. S. ROYAL NOBBY

Heary duty for delivery and motorbike service . . . thickest tread in the entire bicycle field . . . extra traction in mud, snow, sand and gravel.





U. S. ROYAL AIRTITE

TUBES. The finest tires deserve the finest tubes. In all sizes for all bike tires.

UNITED STATES RUBBER COMPANY

549 East Georgia Street • Indianapolis 6, Indiana

NOW

SAVAGE

REMINGTON

1OSSBERG

MARLIN

WINCHESTE

ALL HELP YOU SELL THE MOSSBERG 4M4 SCOPE!

YES, now 22's from all these top gun makers come from the factory with dovetail grooves already milled atop receiver as shown in the diagram. Mossberg 4M4 scope slips on easily and locks tight on these grooves in only seconds! No tapping, no drilling, no tools required. Scope can be removed and replaced at any time without changing zero.

EXTRA PROFITS FOR YOU! Every 22 you sell with grooved receiver is a prospect for the Mossberg 4M4

4M4 SCOPE FITS THESE: (22 rifles with factory-grooved receivers) MOSSBERG 142,142K,142M,144,144LS, 146B,151K,151M,152,152K. MARLIN, 1954 Models 80C,80DL,81C.

81DL,88C,88DL,89C. REMINGTON, 1954 Models 511, 512, 5135 after March 15 and 550 after February 10 SAVAGE, 1954 Models 4,45,5,55,6,65 STEVENS, 1954 Models 84,85,86,87

WINCHESTER, 1954 Model 74

scope sight-and you'll collect these extra sales and profits easier by mounting Mossberg scopes on your 22 rifles . . . and displaying them up front in your gun section. Tests show that rifles with scopes mounted on them outsell rifles without scopes by 3 to 1-proof positive that customers want scopes, will

buy them when given half a chance. So why not feature this time-proved sight mounted on all 22's and get yourself these extra profits!

MOSSBERG 4M4 SCOPE WITH DOVETAIL MOUNT



4X magnification All lens surfaces hard coated Patented internal adjustment

Only \$9.95 retail

MOSSBERG 2M4 SCOPE



PARTNERS IN PROFIT! The Mossberg 2M4 shown teams up with the 4M4 - the same fine scope with a special cast mount for guns without dovetail or guns requiring a high position scope which is attached with screws. Together, these two scopes give you highest-quality, low-cost scopes that fit practically all makes of rifles up to 25-20 cal. Get your share of scope profits by featuring BOTH Mossberg models! Remember, every 22 rifle owner is a prospect for a Mossberg scope. Only \$9.95 retail

O. F. MOSSBERG & SONS, INC., 44708 St. John St., New Haven 5, Conn.

as he can turn floor space to the best advantage.

With little prompting he soon had fellow dealers singing the following ditty to the tune of "Deep in the Heart of Texas" with each line ending in "down at the hardware store":

You can get more-in fifty-

There are bargains galore-and sales will soar

A friendly smile - is just our style

They'll walk a mile-to tread our aisle

A friendly shake-the toll we'll take

A pat on the back-will bring 'em back

Don't let them lag-get it in the bag

We will advertise - our merchandise

You'll get a thrill-as you ring the till

Now that it's spring-get in the

The national brands-are in our hands

Our windows will shine-like a brand new dime

This is a must-away with the dust . . .

Through thick and thin-we're out to win

So let's be wise-and advertise.

Servicing Power Mowers Wins Added Sales

(Continued from page 50)

of good will for us and for the manufacturer of the mower we handle," Bobby commented.

"The independent repair shops don't take the interest we take in one of our customer's mowers. Here in our own shop we are going to be sure that the mower is properly adjusted in every respect.

"Another thing about power mower service is that it gives the store more opportunities to have direct contact with customers. If not customers, then it gives us contact with employed yarn men. That may not sound important, but it has proved to be so in our experience. One Negro vard man I know has been exclusively instrumental in selling for us a total of 15 new mowers over a period of a very few years. And one satisfied owner, by his own efforts alone, sold 10 mowers for us."

The store maintains a distinctive policy on service calls and delivery.

A service call will be made, and often without charge, for any trivial adjustment, or for the purpose of showing a yard man just how to handle a mower. The basic service charge for time spent on such calls is \$3 per hour, but the full rate is seldom made effective. the charge being governed by circumstances.

Perhaps more impressive is the delivery policy as it refers to power mower service.

If the mower owner will phone the store, advising that his supply of mower fuel is exhausted, Bobby will deliver a new supply of fuel, charging only for the fuel itself.

"That makes it easier on me," he explained.

"If the customer took his fuel can to a filling station, chances are he might get the wrong mixture. Filling stations often forget entirely to put in oil which, for the mower we handle, must be mixed in proper proportion with gasoline. Or they put in the wrong grade of oil or the wrong grade of gasoline.



Sitka proven hardware merchandising designs are mass produced to save you time and money. Complete store installations can be made in a few days as you continue business.

increase sales

cut overhead

Start modernization with versatile ERECTRO ISLAND. Movable shelves meet seasonal demands with 90 sq. ft. of display area only 4' x 8' floor space. ERECTRO ISLANDS are constructed of rugged, lami nated plywood with solid hardwood trim and finished in hard lacquered pastel colors to your specifications.
Representation still open in some areas.



Division of SITEA SPEUCE LUMBER AND MANUFACTURING CO.



I am intere	sted in modernization. Please send ERECTRO ISLAND — Bill me \$127.50 Free catalog and price sheet. Nave your representative call.
Name	
Address	

Pressure-creosoted products are a consistent money-maker

for Jesse Newsom's Supply Store Sandersville, Ga.

JESSE NEWSOM hands one of his customers a copy of the folder "Fences That Pay." Part of his stock of pressure-creosoted posts can be seen in the rear.

MR. NEWSOM and another customer inspect a bunker silo made with pressure-creosoted posts and pressure-creosoted 2" by 6" tongue-and-groove siding.



There's profit for you in pressure-creosoted wood

Hardware dealers, lumber dealers and building supply houses all over the country are cashing in on the demand for pressure-creosoted wood products. If you'd like more information, send in the self-mailing card on this page. But first, turn the page to see the merchandising help available to you. H IGH turnover rate and a minimum of rehandling make pressure-creosoted products a highly profitable item for Jesse Newsom. They accounted for 96% of his lumber sales last year, and he gives them credit for building up sales of related items like fence, roofing, staples, nails and the like.

Mr. Newsom's supply store, located on a busy highway, is one of the largest hardware and farm supply businesses in Washington County, Ga. The store carries a complete line of pressure-creosoted posts, poles and timbers at all times. The average individual sale of these products is about \$75.

Promotion and advertising has played a big part in building sales of pressure-creosoted fence posts. Mr. Newsom himself writes a column for the weekly newspaper in Sandersville, filling it with comments on local people and events and often showing and describing installations of pressure-creosoted products.

Classified advertising keeps his customers informed on sizes and prices of pressure-creosoted products in stock. And copies of United States Steel's "Fences that Pay" go out with Mr. Newsom's statements several times a year.



MAIL THIS CARD TODAY - NO STAMP NEEDED

United States Steel Corporation Room 4432, 525 William Penn Place Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

ime

Address

City.....

State

UNITED STATES STEEL OFFERS YOU

powerful merchandising help



WHERE WOOD IS USED IN FARM CONSTRUCTION, BE SURF IT'S PRESSURE-CPEOSOTED

SAVES YOU LABOR-Pressure-creosotid posts and which have required almost no maintenance to keep SAVES YOU LABUM-Pressure crossories pressure them in good shape for forty or more years. been in good shape for forty or more years. savelable in sizes of various lengths and dimensions as SAVES YOU MONEY-Because it's so resistant to that, whether you want pressure-creosoted wood for fences, pole barns, corrais, or any other type of farm building, you'll find a size that fits your needs exactly.

SAVES YOU TIME-Pressure crossoted wood con-rotted buildings. Think how struction is trauble-free construction. Many farmers tell about installations of pressure-crossoted wood you over a period of yours!

termites, fungi, dry rot, and other agents of wood de-struction, pressure-creosoted wood lasts up to seven replacement of fence posts, no more continual repair of

U-S-S CREOSOTE CONTAINS OVER 150 CHEMICAL COMPOUNDS

You can be sure of dependable service when you order wood posts and poles which have been pressure treated with U-S-S Creosote, a quality product of the United States Steel Corporation. For the name of your local dealer, mail the coupon. We'll also send you informative literature on how you can save money with pressure creos

UNITED STATES ST

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted wood products. To help you build a steady volume on these products, we maintain an advertising and promotion program that sells your farmer-customers on the advantages of pressure-creosoted wood.

Advertising in leading state and regional farm papers tells the story of the long life of pressure-creosoted wood in terms of actual experiences of actual users. A free fence construction guide has been prepared for distribution to your customers. And advertising mats are available for vour own use.

MAIL THE CARD BELOW

We will put you in touch with pressure-treaters in your area who can supply you with pressure-creosoted wood. Get the facts today on this profitable line.

> FIRST CLASS Permit No. 3117 (SEC. 34.9 P.L.&R.) Pittsburgh, Pa.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

- POSTAGE WILL BE PAID BY -

UNITED STATES STEEL Room 4432,525 William Penn Place Pittsburgh 30, Pennsylvania

says Ben Catalina of Clarksdale, Mississippi

a good twenty years"

"Last year I used pressure-creosoted posts to fence in my pasture land. I haven't had to replace any of the posts, and I expect them to last for a good long time. I also used pressure creoscied wood to make repairs in my barn and to put'up a shelter over the water trough

UNITED STATES STEEL CORPORATION



You've heard about them! You've read about them!

We sell them! PRESSURE-CREOSOTED fence posts

crossoled posts from your neigh-bors. you've read about them in leading farm magazines. Preslonger life from the

plants. Just the right amount of Creosote is forced deep into the wood to give it the longest possible life. There's no guess-

pressure-cressoled posts cost you far less than any other wood post you can use. Come in and get prices and other information

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE

maximum service and dependability...







FOR CAP SCREW USERS

Republic Hex Head Cap Screws are made right from head to thread. They are furnished in low carbon or 1040 heat treated steel.

Heads have sharp corners to take wrenches snugly. They are strong to avoid slippage on tough pull-ups. Washer face under head provides full bearing surface.

Shanks are tough and sturdy to withstand shock and vibration.

Threads are clean, sharp and accurate with full engaged thread area.

Hex Head Cap Screws are just one of more than 20,000 regular types, styles and sizes of highest quality fasteners made by Republic for all industries.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division • Cleveland 13, Ohio Plants at Cleveland, Ohio and Gadsden, Alabama

GENERAL OFFICES . CLEVELAND 1, OHIO

Export Department: Chrysler Building, New York 17, N. Y.

REPUBLIC REPUBLIC BOLTS AND NUTS

Other Republic Products Include Steel and Plastic Pipe, Tubing, Lockers, Shelving - Carbon, Alloy and Enduro Stainless Steels - Titanium

IMPORTED SWEDISH HARDWARE









Barrel Bolt

















QUALITY MADE-PRICED TO SELL GENSCO STENMAN SWEDISH BUILDERS' HARDWARE

Famous Swedish builders' hardware made to American standards and priced to help you sell. Produced by one of the world's oldest and largest makers of quality Swedish hardware. In stock for immediate shipment. Write for illustrated catalog.



Swedish **Wood Chisels**

11 sizes of the world's finest Swedish wood chisels with durable Tenite II handles. Blades are protected with strip-off plastic. Free display with only 16 chisels. Write for literature.

Wood Screws & **Machine Screws**

Gensco Crown Brand slotted head wood screws in Bright or Blued steel, Brass and Nickel plate in round, flat and oval heads, Also Bright steel Machine Screws in com-plete sizes, round or oval head with square or hex nuts.



Bushman Swedish Bow Saws

Complete line of famous Gensco Bushn Swedish Bow Saws, 24", 30", 36", and 48" lengths . . Both rigid and adja oble frames, tension levers featured oval tubing frames. Both regular and tended handle models.

Swedish Mora **Hunting Knives**

Inlaid Swedish steel blades, curly birch handles, plated brass bol-sters and cross guards. Top grain leather sheaths with plated metal trim.



SEE YOUR JOBBER



WRITE FOR PRICES

GENSCO TOOLS

GENERAL STEEL WAREHOUSE CO., INC. 1806 NORTH KOSTNER AVENUE, CHICAGO 39, ILLINOIS

"If either of those things happens, the owner soon has trouble. He gets poor performance or, worse, he could burn out some bearings and do serious damage. This results in a bad name for us and for the mower we sell. So we would much prefer to deliver free, the right kind of fuel, properly mixed, and at the price the owner would pay any other place-25 cents a gallon. I always have a big can of fuel in my truck for the

"Further than that, such deliveries give us another chance for personal contact with a customer. And an opportunity to give the mower a quick inspection and see that it is in good order. Often I get reports of minor mower trouble when I deliver fuel and in most cases it takes only a few minutes to make some little adjustment that saves both the owner and me

more serious trouble."

Sells Fuel Cans

With every mower sold the Noble Hardware Co. never fails to sell a fuel can, ranging in size from two-gallon, for \$1.35, on up, depending upon the size of mower tank. Every time such a can is sold it is stenciled with the words, "Mower Mix," without charge. This prevents confusion if there are other, similar cans about the

Bobby's pick-up truck, with the end lift, is used throughout the year, picking up mowers for repair and overhaul, regardless of season. This avoids a jammed shop in the spring when, otherwise, everyone would decide simultaneously the mower should be prepared for summer.

Records are kept of every mower sold, with the customer's name and address and the serial number of the machine. The store now has 400 owners in Wichita Falls and nearby, most of these sales having been made in the past three years. To these owners, the Noble Hardware Co. has been sending printed cards during the winter months, urging the owner to phone authorization for the mower to be picked up and serviced for next season.

"Hasn't worked too good," said Bobby, "I suppose they get the card, read it, put it down and forget to call, for eventually we get all that service. After this season I am going to divide up the list by months and telephone each owner

personally. I think the majority of them will say, 'Yes, come get it.'

"People are just too lazy to take the trouble to phone us in response to a card. But people being lazy, at least not wanting to push a mower, is what makes the power mower business good. It's getting so that everybody thinks he has to have a power mower. And we have 'em to sell."

Bobby illustrated the Noble theory of how to handle service with one recent experience. An owner called and ordered an entire clutch assembly, asking that Bobby install the parts. The parts bill alone would have been \$7.

When Bobby got around to that owner's home he recognized the mower as being only one year old and couldn't believe the clutch would be bad.

"Inspection showed the clutch was all right," he related. "There is a little adjusting nut there that the owner did not know about. All I had to do was loosen that nut, realign the clutch and tighten the nut. I don't remember that I charged him anything, and I brought the parts back to the store."

Bobby Noble began working in the store at a relatively early age, but it was not until 1946 that he took over the mower service department—at a time when there was no service work to be done. For 1946 was the first year Noble Hardware handled power mowers, with total sales of six.

Big Volume

Now there is so much service work that Bobby doesn't even sharpen mowers in the store shop. He keeps the sharpening machine in his shop at home and attends to that phase of service after store hours. In addition to his years of experience, he is a graduate of the factory's service school.

Is power mower service profitable for the Noble Hardware Co.?

"Yes," said T. E. Noble. "But don't misunderstand me. By that I don't mean to imply that power mower service is making us a lot of money. However, we certainly are showing some dollars and cents profit from the department.

"But the biggest profit, perhaps, lies in the good will we build, the confidence we create in what we sell, the spirit of reliance we instill in customers that keeps them coming back. By that yardstick, the service call on which Bobby



Silent-salesman display carton holds twelve 17-feet coils (11/8-in. wide) Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

NATIONAL GUARD PRODUCTS, INC. —
HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING

JACK FROST WEATHER STRIP FOR WINDOWS AND DOORS!

Low-cost, efficient! Rust-proof white metal fastened to moth-proof black felt. Pre-punched complete with nails. 18-ft. coils.

GUARDSMAN PACKAGED UNITS



No. 336 Door Set.

(for 3'x7' door) Consists of all necessary component parts in one package, ready for easy installation, with complete

EXTRUDED ALUMINUM THRESHOLDS



No. 435, Interlocking. 3½" wide x 9/16" high. Concealed hook included.



No. 424, Saddle Type. 4" wide x ½" high.

All National Guard thresholds are highly polished, drilled and countersunk. Individually wrapped with necessary screws in neat package.

ORDER GUARDSMAN WEATHERSTRIPPING FROM YOUR JOBBER OR WRITE NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.

makes no charge to the customer could be the most profitable call of the month.

"As for the power mower business, we think our service has proved its value in power mower sales alone. Our first year in the business, remember, we sold six. This year we sell 125. We have hundreds of our mowers in use and almost an unlimited market.

"We sell a dependable mower and we keep it dependable. And more satisfied owners are selling more mowers for us every year."

Quick-Service **Comes South**

(Continued from page 52)

fill certain requirements, this firm emphasizes. Accordingly, this store is completely departmentized, and merchandise is displayed openly on easy-to-reach fixtures separated by wide aisles. All merchandise is clearly priced. Sales help is available, if needed, and the store generally is orderly, attractive and well-lighted.

In planning the store, much

thought was given to the interior color scheme, as well as to fixtures and lighting, Gray said. As a result. practically all hues of the rainbow are evident, since an effort was made to background many of the various displays with complementary or contrasting colors.

The store appeals equally to men and women, and a woman's side and man's side are distinctly apparent. On the right side, which holds the two check-out stands, are located the wallpaper and housewares sections, occupying both floor and wall displays. Colors used here are coral, rose, and light

To the left, floor displays of items of particular interest to women gradually give way to items of more interest to men such as power tools, nails, bolts, nuts, etc. Here, the predominate colors are dark blue, green, and yellow.

Most of the display fixtures are firished in natural maple. Although no two of the floor fixtures are identical, all measure 5' x 10' and have storage space underneath.

Most fixtures have three tiers. although of various materials and colors. In addition, several are equipped with glass bins, as well as sections of peg board in vertical position over the top shelf for additional display space.

"In a quick-service operation display space is at a premium, since everything must be displayed openly and neatly," Gray said. In an effort to utilize all available space the 16 pillars supporting the ceiling are covered completely with peg board, all dark blue.

In fact, extensive use of this flexible display material is evident throughout the store. All wall space not taken up by other fixtures is covered from floor to ceiling with peg board in colors applicable to the location. Rose peg board forms the facing of the passageway between the new hardware annex and the sporting goods and gift department, in the main building.

The new store's distinct departments are: housewares, lighting fixtures, lawn and garden equipment, plumbing supplies, kitchen and bath accessories, power tools, hand tools and paint and wallpaper and supplies.

Located in the left front corner of the store, on the man's side, is the do-it-yourself section com-



Bosto.

posed mainly of displays of power tools.

Paint occupies shelves extending over nearly the whole of the rear wall. A recessed fixture is used for the display of paint brushes. "Paint is one of our heaviest traffic items, being of about equal interest to both men and women," Gray said. "We located it in the rear to pull traffic through the store."

All items on display have prices clearly indicated. Three methods are used: bin price signs for most small items; stamp or paste-on prices for larger items, and price tags for extra large or bulky items. Many of the small items are displayed loosely, in variety store fashion, in glass bins.

"However, we are purchasing as many of these small items as possible factory-packaged for self-service," Gray said. "And we are pre-packaging some of these items as time permits." Usually, though, such items as nails, loose seed, drill bits, stove bolts, etc., are packaged as purchased, he explained. Simple paper bags are used for nails and seeds, while a coin-type envelope is used for drill bits, stove bolts and other small items.

"All the salesman does in this operation is check or weigh the customer's selections, and mark the amount of the purchase on the bag or envelope for the cashier at the check-out stand." Gray continued. "But I don't believe it's a safe policy to trust customers too far with these small items, and we probably will have most of them pre-packaged eventually."

Sales Aid Needed

Large items, such as garden tractors and power tools, definitely require the assistance of a sales person, both in "selling" the item and in facilitating the customer's movement through the check-out stands, Gray believes. When such an item is sold three sales slips are made out by the salesman. One of these goes to the customer, one to the cashier, and the other to the store's delivery or loading department.

In Gray's opinion, the main problem involved in a quick-service operation is educating the public to use it properly.

"Many people, when they hear the expression 'serve yourself hardware store,' get the wrong idea. A quick-service, or serveyourself operation doesn't mean a completely self-service store," he (Continued on page 74)



Write today for facts on GREENIER Auger Bits, Greenlee Tool Co., 1828 Herbert Ave., Rockford, Ill.

said.

"In fact, we keep an average of about eight employees on the floor in our various departments. Of course, their duties differ from what they would be in the usual type of operation. Salesmen are on hand to assist customers in selections, and to guide them in utilizing the new-type operation—not as order takers, merchandise wrappers, money counters, and change makers.

"Customers must be educated as to which items can be taken straight to the checkout stands, and which must go through sales personnel. Customers must be educated to the difference between grocery supermarket shopping and hardware quick-service shopping. There's a difference."

Yet the habit of self-service has paved the way for quick-service in the hardware field, Gray believes. "This is particularly true in the case of women. But even some men have come in and started weighing their nails," he said.

"Acceptance is already a matter of fact—all that remains is to streamline the operation through experience and customer education. It's really a combination service and self-service operation."

In an effort to explain the operation to the public, Gray said that eight pages were used in the local newspaper for the "grand opening" announcement. While self-service was stressed, pictures of the various departments, with their sales personnel, also were run, for the purpose of impressing upon shoppers the availability of service.

Signs Used

In addition, signs are displayed throughout the store: "Serve yourself.... Pay as you leave." Others, however, point out: "If you can't find it.... ask for help."

All open displays will increase impulse buying, Gray believes. In addition, sales personnel, freed of order taking, package wrapping, money counting, and change making will have much more time to serve as salesmen.

Moreover, few sales will be lost during peak rush hours because of a lack of sufficient salesmen, he pointed out. "With quick-service most customers can serve themselves and when they need help this can be given much faster than before. We are operating with two less employees and still can give better service."

Selling Seasonal Goods Out of Season

(Continued from page 56)

older seed first. I try to work down as low as possible so that next season I'll have a fresh start. Watching the stock, dating the seed, and ordering carefully does the trick."

King also believes that keeping the seed department in an uncrowded part of the store helps him keep his stock clean and consequently increases sales. This adequate room is made possible by the overhead pipes.

When the first warm days of spring came this year, he used his sidewalk display space for onion sets, plants, and lawn mowers. He values sidewalk display for those seasonal articles that are in immediate demand.

"People buy what they see," he repeated. "In a small store that needs a little remodeling, a dealer must display items in current demand — yet not overcrowd his





store.

King likes three-tiered display tables, with room below for storage. His tables often play up two seasons, the one going out and the one coming in.

"I'm season-minded, and have found that the biggest volume comes from working every season intensively. That includes the seasonal overlap. Pushing a dying season's items often does away with carryovers, and this cleanup is highly important in a small

store.

"Since I have had a better plan for bridging the seasons," King concludes, "I'm better able to buy. I'm not afraid to buy enough to offer my customers variety and to have the item when they call for it."

Added Profits from Floor Coverings

(Continued from page, 58)

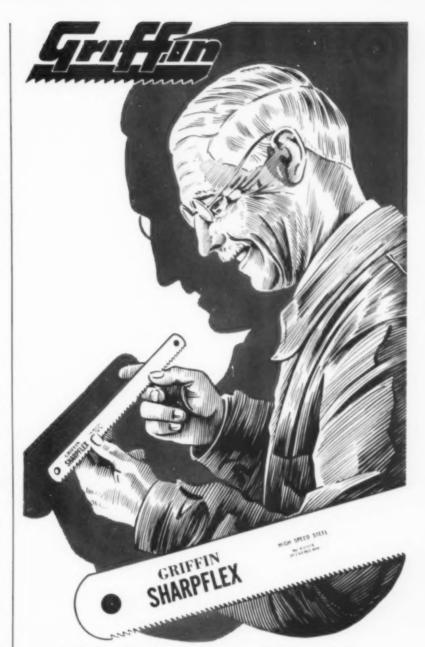
started building a rack in a 5 x 12 foot spot near the rear of the store. I tried several plans for a rack on which I could hang as much floor covering as possible before I hit upon a workable idea."

The rack which finally met with his approval stores with ease four rolls of six-foot felt base rug goods, five rolls of nine-foot, four rolls of 12-foot, and in addition, stores four rolls of six-foot linol-eum. The rack also stores and displays 26 9 x 12 felt base rugs.

Simple Rack

The rack itself is relatively simple. Starting with two 2 x 12's standing upright with 4 x 4's bolted to the bottom as a base, Karner notched the front and rear to accomodate wooden rollers upon which the roll goods are stored and unrolled when sold. The ninefoot goods are stored in the front part of the rack. The four rolls of six-foot felt base rugs are placed directly behind the nine-foot rolls, and when unrolled, slide forward between the rolls of nine-foot goods.

Around the sides and across the back of the rack he placed a rail made of light lumber on which he fastened pieces of light chain to hold the 26 9 x 12 felt base rugs in an upright position. By removing the top half of the shipping cover, Karner effectively displays the color and pattern of the felt



... there's nothing better than a satisfied customer. We like it, you like it and the customer likes it.

For guaranteed satisfaction for your customers, carry GRIFFIN HIGH SPEED Hand Hack Saw Blades, Griffin SHARPFLEX, Griffin HIGH SPEED and NEW GRIFFIN . . . better blades for better metal cutting.

In hand hack saw blades the GRIFFIN trademark is your guarantee of quality, GRIFFIN Blades are made from special analysis steels, carefully hardened and tempered to insure a top-performance cutting tool. GRIFFIN Hand Hack Saw Blades are ideal for both the professional and the home handyman.

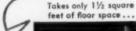


G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE
Soles Agents: John H. Graham & Co. Inc., 105 Duane Street, New York &, M. Y.

It's g<u>ood</u> business to put this

NATIONAL SILENT SALESMAN

to work for you



the complete line of National

- products

 Thresholds
- Door Sweeps
 Linoleum
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- and Edging
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- Packaged
 Weatherstripping
- . Stair Nosing



You'll catch shoppers' eyes and their dollars with this attractive self-service merchandiser. Display it and your normal store traffic will move the line fast, because there's a hundred and one uses in and around the house for National products. They're colorfully packaged, completely machined, and all fastenings are included—ready for simple, speedy installation.

Here's how you profit with the National "Silent Salesman"

Completely-stocked display costs you.....\$ 98.99

Total sale price of merchandise..... 155.19

YOUR PROFIT \$ 56.20

Also available with less merchandise at less cost.

ORDER FROM YOUR JOBBER TODAY or write us for additional details!



P.O. Box 9965

base rugs

"I thought after I had the storage and display problem whipped, my troubles would be over, but another problem came up. I still wasn't making a reasonable profit because of excessive waste. I just couldn't get my employees trained to be as careful as they needed to be in handling the roll goods. This waste nearly made me throw the floor covering department out altogether."

But, Karner figured he'd whipped one problem, so with renewed effort he tackled the problem of waste. Here, he found, the root of the trouble was in cutting the goods. To solve this, he decided to make a cutter that would eliminate the possibility of tearing and damaging the felt base and linoleum. He spent the next several days in a blacksmith shop near the store and came up with a shears that answered his purpose.

Makes Cutter

He made this cutter from two 18-inch lawn mower blades plus some other pieces of scrap metal, and two auto gearshift knobs. He found it simple to make, and foolproof in operation.

To support the roll goods while cutting it, Karner built a 13 x 12 foot platform directly in front of the storage rack, about two feet high. Near the front edge of this platform he left a ¾-inch space between two boards that serves as a guide for his cutter. It also serves as a perfect straight edge to insure square, even cut edges of the roll goods. Unless an employee is unduly negligent, Karner says it is impossible to tear or damage the felt base when cutting it.

Now what to do with rug remnants?

This was solved by cutting them into throw rug sizes and advertising them in the local newspaper at bargain prices. These bargains are in constant demand, and they also help sell other floor covering.

With the problem of damage and waste largely solved, the floor covering department began to show a nice profit. However, most of the sales were being made from the roll goods, particularly the felt base material. With cut rug sales lagging, Karner realized the need of a permanent display where his store traffic was heaviest to stimulate rug sales and lead customers to the floor covering department, which is located at the rear of the store.

The selection of patterns of felt base rugs for his "come on" display was made carefully. From past experience Karner knew which colors and patterns his customers preferred. This display is made up of 13 of the most popular. Why 13? He's not superstitious, but that is the number it took by double rolling them to cover the bare wall near his credit department.

A rug is never sold from the display unless it is the last one in stock. After a customer has made a selection, the pattern is taken from the storage rack located at the rear of the store.

How does Karner feel about his floor covering department after the first year of increased sales? Briefly he says, "I definitely feel that hardware stores are passing up a good bet if they neglect floor covering, particularly felt base goods.

"There is a definite market for this merchandise, and we find it is very profitable because we don't need mechanics to handle it. After we revamped our floor covering department, and properly stored and displayed our goods, our sales increased. We were amazed to learn at the end of the first year we had actually increased rug profits more than 300%. Of course, we can't hope to do this every year, but if we can hold our present sales, we'll add substantially to annual profits, and that is what we want.

"We found out something else too. Rug sales are a natural for related selling. Sales of waxes, cleaners and other items have increased. All in all, I'm very happy with what the floor covering department has done in my hardware store."

HARDWARE BUSINESS TRENDS

(Continued from page 32)

the lumber, building supplies and hardware group were 8 percent above March, but slipped 8 percent under the previous month of 1953.

For the first four months of the year, the Bureau of the Census reported that sales by this group of dealers were about 8 percent behind sales in the corresponding



WHAT'S BOOSTING BOKER TREE BRAND?

- 1. DEPENDABLE QUALITY
- 2. GENEROUS MARKUPS
- 3. REASONABLE RETAIL PRICES
- 4. STRONG NATIONAL ADVERTISING

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage PLUS National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fastmoving gift item.





7" light trimmers, 5" sewing scissors, 3½" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



Hollow-ground blades of stainless steel. Pakkawood handles; serrated cutting edge. Women buy them on sight.



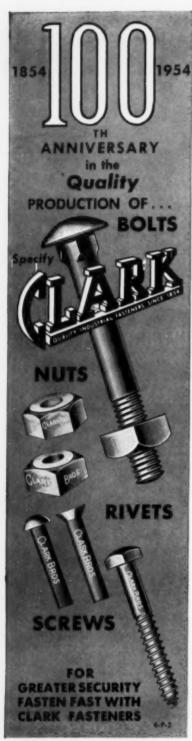
BOKER
TREE BRAND

Ask your jobber to show you the BOKER TREE BRAND LINE Catalogs Available on Request

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ESTABLISHED 1837

101 Duane Street New York 7, N.Y.



For further information, write 130 Canal Street

GLARK BROS BOLT CO.

period of 1953.

In comparison, total retail sales for the nation in April were 5 percent above March and one percent over April, 1953.

Consumer Income Higher in Year's First Quarter

Consumer income after taxes in the first quarter of this year was nearly two percent higher than the same period in 1953, and equaled the record of the third quarter of last year, according to a report from the Department of Commerce. Disposable incomes declined a little in April and May, as personal income payments were lowered by a further decrease in employment in factories and mines.

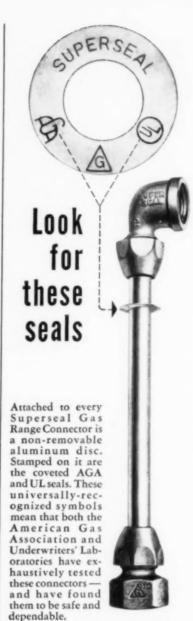
Farm Income Slightly Below 1953 Period

FARMERS RECEIVED about 10.3 billion dollars from marketings in the first five months of 1954, down four percent from last year, partly because of lower average prices. Cash receipts from livestock and products were 7.0 billion dollars. about the same as in 1953, with smaller receipts from dairy products and poultry offsetting larger receipts from hogs. Crop receipts of about 3.3 billion dollars, were 10 percent below a year ago. Receipts were down especially for wheat, cotton, soybeans, tobacco, truck crops and potatoes.

Total cash receipts in May are tentatively estimated at 1.9 billion dollars, slightly above April but a little below May 1953.

Consumer Credit Sales Behind the '53 Rate

CREDIT PURCHASES by consumers are not contributing to an expansion of sales as they were last year, the Department of Commerce has reported. In March consumer installment credit extended was down nearly a fifth from March 1953. Monthly repayments were six percent above last year, and exceeded new credit extended by more than 210 million dollars. Last year extensions of installment credit were nearly 440 million dollars more than repayments. The net extension of consumer credit



A. G. A. regulations require a nonremovable identification on all connectors awarded their Laboratory Certification. This identification is for your protection — insist on it!

Superseal Connectors are produced in any combination of female elbows and male or female adapters, malleable iron, cadmium plated; ¾-inch pipe thread; 12 to 60-inch lengths. Over 400 U. S. distributors.

"Every Superseal Fitting is a union in itself"



the HIGHEST QUALITY gun in the LOW PRICE field!



Calbar caulking guns are precision made to contractor specifications of heavy-weight metal . . . no wires or thin sheets to bend or twist or break . . . yet they cost no more than inferior models. Last for years . . . so easy to operate that they sell themselves. Handles

81/2" caulking cartridges.

CALBAR PAINT & VARNISH CO.

Your jobber can supply you

Manufacturers of Technical Products 2612-26 N. Martha Street, Phila. 25, Pa.

Ask the man who sells.

Rugged Robert products are fast sellers because they're made right for long life. Galvanized selld clothesline Galvanized solid clothealine is pliable, will not kink or stretch. Highest quality swing and well chain with bright galvanized finish. Antenna Guy Wire comes in 4-strand and 6-strand 20 and 18 guege. All products are packaged, ready to ship. More and more cus-tomers are asking for Rugged Robert Brand.



Wire Products Company 2713 North 24th St., Birmingham, Ala.

> Member, American Hardware Manufacturers Association

You're the boss when you handle the Duxbak line!

You are given a completely free hand . . . the decisions are all yours to make. when you become a dealer for Duxbak Hunting and Outdoor Clothes.

For example

You deal direct with the factory. You buy at the manufacturer's price - there's nothing added in between to raise the cost or shave your profit.

You alone determine the size of your orders. There are no minimum quantities to be ordered -- no tie-in "deals." The choice is up to you whether to stock Duxbak's complete line or just a few items.

You set the retail price. Duxbak garments cover the entire price range. We merely suggest a profitable, salable retail price . . . but you're the one who writes the tag.

Here's What You'll Be Selling ...

Duxbak garments have a nationwide reputation for extreme long wear. (Some Duxbak coats made 20 years ago are still being worn.) There are several types of coats, trousers, vests, jackets, shirts, and caps. Material includes Mohawk and Utica duck; Duxbak, Aero, Montana, Oxford, Mains'le and Wing cloth; Poplin; Wool. All are waterproofed to "shed water like a duck's back." A new addition to the line - quilted Aircel garments with insulating Dacron batting - promises to be another of our good sellers.

We think you'll like the Duxbak way of doing business. We're sure you'll like the business Duxbak does for you. Let's get together. Send for our dealer catalog and price list.



Style 04 Dunbak Coat You pay \$13.50 Retails for about \$22.50



Style 17X Mehawk Duck Ceat You pay \$8.75 Retails for about \$14.60

g of Utick. You \$4.00.



UTICA DUXBAK CORP. Dept. 23, Utica 4, N. Y.

Please send me complete details of your dealer proposal including your 1954 catalog and price list.

Name Store Address Zone State.....



An all-weather grease gun designed especially for lithium and other multi-purpose greases.



- New Hydrajet Pump gives greater pump pressure and capacity. Requires neither air, electrical connections . . nor regular filling of oir in pump unit.
- Reversabout Pressure Booster allows push or pull handle operation—can more than three tons of pressure. -can develop
- Complete one-unit operation always ready for instant use.
- No special filling equipment required—offers convenient and continuous lubricating service.
- All-steel construction and rust-resistant finish makes the new Heavy-Duty GRE-ZER-ATOR a rugged and d pendable unit.

Write for complete information on all Zee Line equipment. New regular model Gro-Zer-Ator is available now. Let us serve you.

NATIONAL SALES, INC. 812 NORTH MAIN WICHITA 5, KANSAS

ALWAYS LOOK TO ...

for money-making ideas!



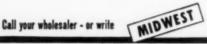
PROFESSIONAL PRUNING SHEARS

Fully Hot Forged Pass Thru and Anvil Types

Compound Lever Far Better . . . By **Actual Work Tests**



FREE Money Making Display Rack, No Charge With 12 Popular Snips, Retailing at \$23.00.



Tool and Cutlery Co., Sturgis, Michigan

in March 1953 represented roughly 8 billion dollars more purchasing power on an annual basis than in March this year.

Construction Activity at Record Rate

OUTLAYS FOR new construction were a record in the first five months this year, two percent above the previous high for the period recorded in 1953. The gain, according to the Department of Commerce, resulted primarily from a large increase in commercial construction.

The value of private residential building in the first five months was one percent larger than last year, although the total number of new housing starts was one percent lower. However, in April new private housing starts were at the highest monthly level in more than 3 1/2 years,

New construction expenditures for 1954 as a whole are expected to reach a new record high of 36 billion dollars, two percent above the 1953 record. Residential building is expected to be two percent higher, with new private housing starts totaling 1,080,000, somewhat higher than last year.

Employment Steady in Latest Month

TOTAL EMPLOYMENT in early May was higher than a month earlier, agricultural employment and other outdoor activity increased. Employment was down further for manufacturing and mining and a small reduction was reported for contract construction. Employment in retail trade was up about one percent, but most other non-farm categories showed little change from a month earlier. Unemployment declined, but not as much as in most other post war years, to 3,305,000 from 3,465,000.

Slight Increase in Consumer Credit

TOTAL CONSUMER credit outstanding at the end of April was 27.3 billion dollars, slightly higher than at the end of the previous month, but 5 percent below the peak of last December. The recent





Victor Majestic—Life-size, realistically finished Tenite plastic. Internally weighted for smooth riding, shot holes easily repaired. Adjustable all-position head. 6 species. Deluxe Oversize model also available.



Victor Veri-Lite — Light, tough molded fiber, painted in true-to-nature colors. Self-righting: thoroughly waterproof. Movable head can be permanently fixed



Victor Field — NEW three-dimensional molded fiber shell, authentic "feather-finish". Adjustable head, wire stake, 3 species, (Others available on special order.)



Victor Goose — Full-size molded fiber field decoy, convertible to water use. Adjustable upright and feeder heads. Authentic glass eyes. 3 species.

Victor Wood — (not illustrated) Realistic, "feather-finish" on selected wood; oversize. Lifelike glass eyes. Now Equipped With Adjustable Tenite Plastic Head. 9 species.

Fast-selling accessories you'll want to stock:

Victor Duk-Tone and Victor Cro-Tone calls—both equipped with lanyard; also anchors, balance weights. Order the complete line of Victor decoys and accessories from your wholesaler—NOW.

ANIMAL TRAP COMPANY OF AMERICA
Lititz, Pa. • Pascagoula, Miss.

increase resulted largely from a seasonal rise in charge accounts.

The volume of new installment credit granted continued to run less than repayments, though by a much smaller amount than in the first three months of the year. Compared with a year earlier the rate of extensions was down 11 percent, while the rate of repayments was three percent higher.

Decline in Factory Sales of Washers

Factory sales of standard-size household washers in April totalled 258,712 units, down 16 percent from 307,862 in March, and a decrease of 10.3 percent from 288,474 in April, 1953, according to the American Home Laundry Manufacturers' Association.

Dryer sales totalling 37,661 units were off 31.3 percent from 54,796 in the preceding month, and were 31.9 percent ahead of 28,556, the total in April, 1953.

Ironers aggregated 8,388, an advance of 39.2 percent over 6,025 sold in March, and 40.4 percent below 14,080, the total for April a year ago.

Farm Prices Received Slightly Higher

THE INDEX OF prices received by farmers increased one point during the month ending May 15. Higher prices for potatoes and cattle and high prices for early marketings of new crop cantaloups and watermelons more than offset decreases for hogs, milk and strawberries.

The index was 258 compared with 263 a year earlier. The parity index also rose one point to 284, largely because of the increase in the index of family living items.

INDUSTRY NEWS

(Continued from page 44)

Kelley Named to Atlantic Steel Post

ALEX C. KELLEY has been named manager of Atlantic Steel Co.'s



Here's the profitable answer to your hack saw blade problems

-the new Star "Flex-Pak" Display. You sell more because you can keep your stock where your customers can see it - seeing means selling. And you can multiply your dollar profits by four simply by recommending Star "Molyflex" High Speed Blades-your selling story is printed right on the "Flex-Pak."

Star's new "Flex-Pak" solves your stock problem, too. For an investment of only \$13.64, you get a balanced assortment of eight kinds of Star Blades – 80 Unbreakable Special Flexible (green) and 20 "Molyflex" High Speed (copper colored), in 10" and 12" lengths.

18 and 24 tooth.



Ask your wholesaler for the Star "Flex-Pak" – for more sales, more profits, and a balanced stock.

Sold Only Through Recognized Distributors.



CLEMSON BROS., Inc.

MIDDLETOWN, N. Y., U.S. A.
Makers of Hand and Power Hack Saw
Blades, Frames, Metal and Wood Cutting
Bland Saw Blades and Clemsen Hand and
Power Lawn Machines.

are you the Seventh

Discount houses, department stores, auto supply stores — yes, even grocery stores are all getting into this business of supplying the consumer with his hardware needs. Price cutting, loss leaders and other unorthodox practices are making it increasingly tough for the "stand pat" dealer who is not alert and aggressive.

Are you the one dealer in seven who is taking positive steps to do something about this? If so, this straight-from-the-shoulder message is directed to you.

The steady, regular business you have always enjoyed in good tools is still to be had, and today, it is supplemented by the tremendous new market for "DO-IT-YOURSELF" tools, but you've got to go after it! We offer two of the most important tools for this trade — SANDVIK Swedish Hand Saws and SHARK BRAND Swedish Chisels.

The very fact that they are not sold by practically all of your legitimate hardware dealer competition plus all of your fringe competition affords you a tremendous opportunity to offer tools of distinction which your competition does not have.

Manufactured to traditional Swedish standards of quality and incorporating the one basic ingredient that really counts in building fine tools—

Swedish Charcoal Steel

— there certainly is nothing finer in the saw maker's or chisel maker's art which you can offer to your trade.

Why not get the facts right now on these tools which can set your store apart? An inquiry on a post card to us or an inquiry from your wholesaler's representative will give you all the details. You have nothing to lose and plenty to gain if you are the one in seven who realizes profits and sales lie in positive action!

Sandvik Saw & Tool

Division of Sandvik Steel, Inc. 47 WARREN ST. NEW YORK 7, N. Y. Fabricating Division, Atlanta, Ga., Howard B. Johnson, vice-president in charge of sales, has announced. In this new capacity, Kelley will direct the company's sales of fabricated reinforcing bars, welded wire mesh and accessories to the construction field.

A licensed professional engineer, Kelley has been with the company since 1953. Prior to that time, he was connected with the N. C. & St. L. Railway, and with Wilson-Weesner-Wilkinson, a Nashville fabricating and construction equipment firm.

Kelley is a native of Mt. Juliet, Tennessee. He received his education in Nashville and is a graduate of Vanderbilt University with a degree in civil engineering. He is an associate member of the American Society of Civil Engineers, and now resides in Atlanta.

Amana Appoints Davis Regional Sales Head

AMANA Refrigeration, Inc., Amana, Ia., manufacturer of home food freezers and room air conditioners, recently appointed Joe S. Davis as southern regional sales manager.

The new southern region includes Alabama, Arkansas, Louisiana, Mississippi and the western two-thirds of Tennessee. Davis will make his headquarters in Dallas.

Before joining Amana, Davis was southwestern regional manager for another appliance manufacturer. He has been a sales representative in the South and Southwest since 1936 in the retail and wholesale appliance field.

A native of Young County, Texas, Davis attended schools in Dallas, Texas and served in the Army during World War II. He is a past-director of the Texas Frozen Food Locker Association.

Miller to Represent Cape Cod Line Co.

A. J. Mellen, Jr., sales manager of Cape Cod Line Co., Inc., East Hampton, Connecticut, announces the appointment of Eddie Miller, Hialeah, Florida, as sales representative in the southeastern states. Miller formerly was associated with the Southern Tackle Co.



PRICED FOR SLAM-BANG
PROMOTIONS, these heaters give your customers
traditional Royal engineering and quality construction. Heavy
steel body. Dress guard zinc plated, hearth
plate finished in high-heat tan silicon. Solid
color clay backwall with high gloss finish.
Royal Lifetime burner, genuine Royal radiants. Natural or LP Gas orifice.

SPECIFICATIONS

Mod. Shpg. BTU No. No. Wt. Input Rads. H W D

194 25 lbs. 16,000 4 18½" 15" 8½"
195 32 lbs. 20,000 5 18" 19" 10"

Model 195

\$1695 Suggested

5-Radiant model boasts same features described above. Order naw

from your jobber — promote these quality heaters and you'll have a sellout...with full profit on each unit!

A. G. A. Approved for Natural or LP Gas



Gas Heaters
CHATTANOOGA ROYAL COMPANY
Chattanooga, Tennessee



You get this SALESMAN with PARKER Hack Saws

Buy the Parker Line

PARKER MANUFACTURING CO. WORCESTER 1, MASS., U. S. A.

This three-page card does your hack saw selling for you.

Points out exclusive Parker features:

- · Sta-Lok that ends blade twisting.
- Lcc-Klip that firmly locks the blade in place at the front end.
- Stud-Fast, the patented, forged one piece blade-holder.
- The forged frame, solid one piece patented ends.

Your customers will WANT the Parker Saws which give them complete instructions on how to use the saw, choose the right blade, and many useful sawing tips. Display Parker Saws for Automatic Sales!

Parker always gives extras and features that build up your hack saw sales.

No gauze jacket to rip, strip or puncture with the "RED HEAD" WELL POINT

The "Red Head" drive point for tubular and drive wells lasts longer and can't clog because it's made by an entirely different principle. It has a continuous V-shaped inlet slot and a direct waterway—with no pipe base! There's several times more opening for water and no

gauze screen to clog up or rip away.

Welded from top to bottom into one solid
unit, the "Red Head" is made of low-carbon
steel, double galvanized. It can be driven as
hard as necessary under all normal conditions.
Since it's used both as a flush point and drive

Since it's used both as a flush point and drive point, there is no necessity for carrying duplicate stocks. Available in 1½, and 2" sizes and ... priced to meet competition.



Ask your jobber, or write for bulletin

EDWARD E. JOHNSON, Inc. ST. PAUL 14, MINNESOTA

WELL SCREEN SPECIALISTS SINCE 1904



HARDWARE

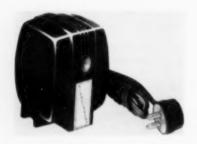
NEW PRODUCTS

AND SALES PROMOTION AIDS

Nitelighter

A new light control device for homes which works automatically when darkness comes is introduced by the manufacturers as the Nitelighter. The device is placed on a table or mounted on the wall with its photo-electronic light-sensitive "eye" pointing toward a window. The lamp to be controlled is plugged into the Nitelighter plug fixture. At darkness the Nitelighter will turn the light on automatically and it will stay on until daylight returns.

The manufacturers recommend the Nitelighter for controlling lights wherever automatic lighting provides convenience or safety. It is compact,



and is put into operation by plugging the cord into any 110 volt 60 cycle AC outlet. An 8-foot cord with adaptor plug and a bracket for flat surface mounting are included. It will control lamps up to 300 watts and is designed for interior use. The Nitelighter retails for \$15.95.

The Fisher-Pierce Co., Inc. 63 Pearl St., Boston 85, Mass.

Painters' Tools Board

A new A13 Counter Merchandiser comprising an assortment of the new Red Devil P-13 line of painters' cutlery and a counter display board is offered to the trade.

The cutlery assortment includes twelve 1¼" stiff-blade putty knives, twelve 1¼" flexible-blade putty knives, six 3" stiff-blade wall scrapers, six 3" flexible-blade wall scrapers, and three 5" flexible-blade splachtling knives. It includes a full rack complement plus spares for filling spaces as tools are sold.

The counter display board has a



base of natural birchwood and a redwhite and blue backboard. Blades of the cutlery fit into longitudinal grooves in the base of the rack and the handles are held upright between birch pegs mounted in the backboard. The display rack occupies less than one-square-foot of counter space.

Cutlery of the new P-13 line has black Tenite handles, secured to the blade by three brass rivets. The new "Black Handled Beauties" have highcarbon, oil-hardened, tempered and mirror-finished steel blades which extend the full length of the handle.

The cost of the A13 Counter Merchandiser is \$21.75 to the dealer. Retail price of the cutlery is \$32.35.

> Red Devil Tools Irvington, N. J.

Nylon Braided Cord

The new King Cotton 100% nylon braided cord is introduced as a white cord that is more than four times as strong as cotton chalk or mason's



line. It does not absorb moisture, dirt, dust, mortar, etc., according to manufacturers, and is resistant to acids, alkalis, mold or mildew.

Among the uses of the cord are the following: mason's line, chalk line, plumb line, fishing line, drapery cord, shoe laces, indoor clothesline, crafts and hobby use, small boat anchor line, buttonhole edging, pull cords.

Sizes 18 and 21 on 100 ft. spools are packaged in the display box illustrated; also available in 250, 500 and 1000 ft. spools.

John H. Graham & Co., Inc. 105 Duane St. New York 8, N. Y.

Motor Attachment

The Lombard chain saw motor now can be used to propel a boat, the manufacturers state in announcing their new attachment which replaces the saw-chain and blade whenever desired.

In converting from saw to outboard



motor, only two bolts must be removed and replaced, and the attachment fits the company's 30, 35, 3A and 3½D models with No. 12 chain and the 38" sprocket YS-2213.

Clamped on the boat, this new combination starts fast, gives ample power, permits 360° steering, and adjusts to any water depth, according to the manufacturers.

> Lombard Governor Co. Ashland, Mass.

Needle-Nose Plier

A needle-nose plier for precision work and delicate wiring of all kinds is announced by the manufacturers. The plier is designed with an extralong needle nose, tapered to a point less than 1/16-inch.



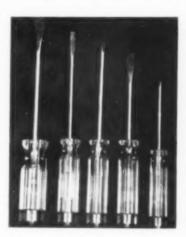
A replaceable tempered steel spring keeps the plier in open position, ready for immediate use. This needle-nose plier is forged from high-grade tool steel, individually fitted, tempered, adjusted and tested. Over-all length is approximately 634 inches.

Refer to No. 301-6-SCP-L (shown) for plier with leaf spring, and No. 301-6-SCP for plier without leaf spring. For pliers with cutters on shoulder, refer to 203-6-SCP-L (leaf spring), 203-6-SCP (without leaf spring).

Mathias Klein & Sons 3200 Belmont Ave., Chicago 18, Illinois

Roto-Top Screw Driver

Made of high-grade steel with highquality plastic handles, the Roto Top screw driver should eliminate fatigue, sore hands, blisters and other disadvantages, state the manufacturers.



The introductory set consists of the following five sizes: 4" to 6" blades, two Phillips head and three regular. Post Paid \$3.95.

Time Manufacturing Co., Inc. Westminster, Mass.



The Hurricane-storm season soon will be here. Wires down—lights out—trees uprooted—all without warning. Don't be caught short—DIETZ LANTERNS sell out fast when emergencies come.

EST. SYRACUSE 1, N. Y. 1840
ORDER THRU YOUR FAVORITE JOBBER









the "Perfect Cap"

ELIMINATES DRAFT TROUBLES
Caused by downdrafts, backdrafts, pilot blowouts, condensation. Acts as spark arrester. Creates even stack temperature. Improves combustion and cuts fuel costs. Will not freeze shut or soot up. Field tested four years in all kinds of weather, in every part of the country, with all types of units. Improved features give long life. Available in galvanized steel or aluminum in all popular stack sizes. Sell DRAFT KING on new and old equipment installations. Improves appearance and efficiency of chimneys or ventilators. Eliminiates need for tall flues and dangerous guy wires.

Contact your favorite Distributor, or write to:

A. R. WOOD MF'G. CO.
Box 5H 97, Luverne, Minnesota,

Sta Cold Ice

Sta Cold is introduced as the new miracle ice in a can which keeps food and beverages cold up to 72 hours. According to the manufacturers, it eliminates all water, all mess, and is reuseable over and over up to three full years.



To use, customers place the can in their home freezer or refrigerator, freeze the contents solid, and then place on top of their food or beverages. The manufacturers state that because it is a special chemical solution, Sta Cold keeps food cold longer than ordinary ice. To reuse, it may be refrozen.

Home Manufacturing & Sales Co. 724 S. Downing St. Piqua, Ohio

Floor Protection Device

A new floor protection device is introduced by the manufacturers as being designed especially for the thin legs characteristic of modern furniture.

The new Tilting Glides are flexible



to accommodate the splayed legs of current chairs, sofas and similar pieces. Their broad, flat base distributes the leg bearing load over an area 10 to 20 times larger than that of the leg itself, state the manufacturers.

> The Bassick Co. Bridgeport 2, Conn.

IT WON'T SHRINK!



CONSUMERS CRACK FILLER

(COLD WATER PUTTY)

For cracks, holes, and crevices in wood, plaster, tile, stucco, and cement.

A "best seller" because it

- Dries hard
- Won': crumble, chip, or fall out
- Stays where it's put holds screws, nails, tacks
- Water resistant
- Easy to work with—can be molded, sanded, sawed, painted, or stained
- No waste mix with water only as needed

Packed in 1, 5 lb. cartons, also 25, 50, and 100 lb. drums.

Try it yourself. Find out why easier, faster repairs can mean easier, faster sales. Order from your wholesaler, or direct from us.

Another "Product of Merit" by Consumers.

CONSUMERS GLUE CO.





HARDWARE - APPLIANCES FARM SUPPLY, KANSAS

Only one in town, many franchised lines. Established many years, grossing \$90,000 annually. Owners age forces retirement. Buy for just equipment and inventory. Should pay out completely in two years. This is a very fine opportunity and one you should investigate immediately. Free pictures mailed on request. Code 4046, CONTINEN AL, 804 Grand Avenue, Kansas City, Massouri.

SHOWCARD WRITING KITS—For better showcards, attractive, perfect lettering on price cards, signs, strips, use The National Show Card Writer, unique stenciling kit, Anyone can use it; easy, fast, economical. Information free, Write—NASSCO, Box 5023, Industrial Station, St. Paul 4, Minn.

Salesman—Plumbing Specialties

To sell Plumbing & Heating Specialties and Supplies for established New York firm exclusive territory. Commission, Replies confidential, Akron Supply Co., Inc. 216 Grand Street, Brooklyn, New York

Fisherman's Plier

Addition of a fisherman's plier to the Proto line has been announced. The 6" plier has long slim jaws designed for extracting hooks from fish, attaching sinkers, fastening either wire or nylon leaders, making flies, and skinning fish. The pliers have sharp, induction-hardened side cutters for cutting steel leaders, line, etc. The entire plier may be used for repairing reels, outboard motors and other sports equipment.

Heavy copper-nickel-chrome plat-



ing prevents rust from moist air, wet hands and even salt water, state the manufacturers, and a fish motif knurl on the handles adds a decorative touch and provides a good firm grip.

The plier is enclosed in a natural saddle leather sheath with its name embossed in gold. The sheath is designed for wearing on a belt, and has a button strap to prevent loss.

The sheath and plier combination, identified as No. 221A, is packaged in a red and white gift box.

Plomb Tool Co. Los Angeles, Calif.

Reynolds' Franchise

To keep tabs on the rapidly increasing number of dealers and distributors for its new home workshop material Do-It-Yourself Aluminum, Reynolds Metal Co., Louisville, Ky., now is issuing franchises to both dealers and distributors of the product.



The firm is supplying franchise certificates, wall plaques and decals in full color, and ad mats which include the authorized distributor or dealer inscription.

The company is urging all dealers who have not received their franchise materials to contact J. H. Mandeen of the firm.

In addition to the above mentioned, dealers are being furnished envelope stuffers, seasonal changes of the sign for the display rack, instruction books and pamphlets, and other promotional material. The entire program is backed by Reynolds with ads in leading consumer and trade publications and by TV commercials,

Reynolds Metals Co. Louisville, Ky.

New Tackle Box

The new tackle box, My Spin'n' Buddy, is designed exclusively for spin fishing, according to the manufacturers.

The new model is made of sturdy gauge aluminum with an overall depth of 3½". Finish is a natural satin aluminum. Other measurements are 14" length and 7¼" width.



My Spin'n' Buddy features two pullup cantilever aluminum trays with 30 bait compartments, reel well, and three partitioned spaces in bottom for line, extra spools, leaders and additional tackle.

> Stratton & Terstegge Co. Louisville, Kentucky

Forged Iron Hardware

Twenty items of forged iron hardware for home application are illustrated and described in Folder No. 5002-FI, consumer literature now available to wholesalers and retail-

"Friendly Doorways" is the title of the folder that is printed in two colors and twice folded to have envelope stuffer dimensions of 3½ by 6¼ inches.

The folder pictures, gives dimensions and identifies by model number five hinge straps, two door knockers, mail boxes, a foot scraper, plus an assortment of forged iron hardware for kitchen use — hinges, latches, and pulls.

The manufacturers state that they, without cost, will imprint quantities of the literature to specifications of wholesalers and retailers.

McKinney Manufacturing Co. Pittsburgh 33, Pa.

New Screw Catalogue

In addition to its standard line of wood screws ranging in size from 3/16" No. 0 to 6" No. 30, the new 12-page catalogue released by Southern Screw Co. shows also drive screws, hanger bolts, knob screws and

dowel screws

All of the company's wood screws are standard in slotted and Phillips, flat, round and oval heads, and come in steel, brass, silicon bronze, aluminum, stainless steel and plated fin-

Under "Decorative Finishes" are listed blued steel, Spartan gray, statuary bronze or antique copper and black oxide; under "Rust Resistance"

are hot galvanized, electro galvanized and zinc plated; under "Rust Resistance and Decorative," are nickel, brass, cadmium and chromium plated.

The "Packing" section shows the soil and moisture resistant green box with identifying label; also, the steel container with locking lid for bulk shipments.

Included in black and red are graphic instructions and illustrations

on "How to Measure" and directions for "Pilot Hole" boring. On the back are reproduced shots of heading, slotting and threading processes, offices and plant, space that expedites shipping, and trucks that provide for overnight delivery from plant to warehouse.

> Southern Screw Co. Statesville, N. C.



- · Full-size Alcoa Alclad Wire
- · Full mesh count—Double selvage
- · Lightweight—never needs painting
- · Won't stain masonry or woodwork
- · Lowest cost in the long run
- · Carefully woven by skilled workmen on precision equipment
- · Meets Bureau of Standards CS 138-49

We have the only electric baking oven in the country for careful control of the quality

Dermaguard COATING

Southern Made for Southern Requirements CALL COLLECT FOR CURRENT PRICE LIST

Mail: Box 488 . Emory University, Georgia Plant at Snapping Shoals, Covington, Ga. Phone Collect, Covington, Georgia · 4068





the easy-to-cut WINDOW GLASS

LIBBEY-OWENS-FORD GLASS COMPANY, TOLEDO, OHIO

Name brands mean satisfaction to your customers, and money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

Give your customers what they ask for - it's bad business to substitute.

Brand Names Joundation INCORPORATED A non-profit educational foundation 37 WEST 57 STREET, NEW YORK 19, N. Y.





NEATSFOOT OILS LIQUID SADDLE ANIMAL

WO GRADES Prime Lard burrs, pipe thread-

Mfg. by SHEPARD LABORATORIES Division of Searle Petroleum Co., Omaha 2, Nebr.

Dist. by Whlse. Hdw., Saddlery, Mill & Drug Houses



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY . MARSHALLTOWN, IOW,

Southern AUGUST, 1954 FARM EQUIPMENT

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E. Atlanta 5, Ga.



Make Sales the EZEE way!



MODEL 120—for large acrege farms. Covers full 12 ft.



MODELS 100 & 88 Both 10 and 8 ft. units are popular on average size farms. Special "88" Olympia available for large turfed areas.



MODEL EW-55-for use on small acreages with light garden tractors. Special EW "55" Olympia available for close working on turfed areas.



MODEL SD-50A -Regr mounted, side dressing unit for Ford-Ferguson tractors. Special SD "SOA" Olympia available for turled areas



MODEL SM-34 unit for tricycle-type tractors. for 2 or 4 row applications

OPTIONAL EQUIPMENT

- Grass Seeder Attachment—for Ezee Flow models 120, 100 & 88.
- Special Shutters—for band or row application
- Optional Wheel Sizes—for most models include 20 inch straight side wheels-26 inch steel rim wheels-36 inch drop center wheels.

ALLISON-ERWIN COMPANY LOVETT 8 THARPE HARDWARE CO. Dublin, Georgia ALISON-ERWIN COMPANY
209 East 5th St.
Charlotte, N. C.
CONNALLY BEARING CO. INC.
816 Grant St.
Amarillo, Texas
H. G. LIPSCOMB & CO.
140 Second Ave. N.
Nashville, Tenn.

McCUNE & CO., 3701 Mahoning Ave. Youngstown, Ohio ORGILL BROTHERS & CO.
10 W. Calhoun
Memphis, 2, Tenn.

... SELL THE EZEE FLOW SYSTEM OF FARMING

FOR MORE PROFIT!

WITH THE EZEE FLOW LINE OF FERTILIZER APPLICATION EQUIPMENT

- You can get more sales volume
- More farmers use Exce Flow Spreaders than any other make
 Exce Flow, as the pioneer in the field of precision built fertilizer application equipment, has great-
- application equipment, has greatest consumer acceptance
 Powerful national advertising presells your market for you
 Your gross is your net, because
 Exec Flow spreaders come to you
 90% assembled—require no costly
 field service
 Exec Flow keeps on "top" because
 of a consistent and progressive
 product development program,
 year after year.
- year after year

 Exec Flow offers you the most complete line of fertilizer equipment on the market today

WITH THE EZEE FLOW LINE OF HYDRAULIC LOADERS

- Essee Flow fits over 80 makes and models of tractors
 Essee Flow is competitively priced—has no equal in quality
 Simplicity of installation saves you time and money
 Rugged construction, efficient and simple operation and maintenance means a minimum of costly field
- servicing 10 attachments provide you with
- 10 attachments provide you with year 'round extra sales
 Facts prove that dealers who dis-play an Esse Flow, increase their sales 300 to 400%
 Esse Flow is the hydraulic tractor loader built especially for the farmer—to fit his needs best

EZEE FLOW

10 S. LeSelle St., Chicago 3, III.

ONE LINE SELLS THE OTHER



MODEL 50—for tricycle-type tractors, features (as all models do) telescoping cylinders for lower clearance, greater height and speedier lift.



MODEL SOCV

This unit has a bent frame to fit both adjustable front wheel and tricycle-type row crop tractors



MODEL 505-Specially de gned bent frame unit for Ford-erguson and other small trac-rs. Also fits some small track-



for large standard type tractors.
Well adapted for large having operations, and dirt and gravel



MODEL WD—Designed espe-cially for Allis Chalmers WD tractor. Built to operate on A.C. high pressure hydraulic system.

PLUS 10 EASY . TO . SELL ATTACHMENTS

- · Manure Bucket
- · Dirt Buckets
- · Angle Dozer Blades · Straight Bulldozer Blades
- · Push-Off Stacker
- · Grapple Fork
- · Buck Rake
- · Scoop
- · Loader Boom

· Pitch Control

TODD CO. INC WALLACE HARDWARE CO., INC.

DISTRIBUTED BY

PRICE BROS. EQUIPMENT, INC.

PRICE BROS. EQUIPMENT, INC.
Box 1881
Wichita, Kansas
SOUTHERN IMPLEMENT SUPPLY CO.
130 North Spring St.
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STRATTON-BALDWIN CO. INC.
700 Tchoupitoulas St.
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Morristown, Tenn.
WIMBERLY & THOMAS HARDWARE CO.,
INC.
1809 First Avenue, South
Birmingham, Alabama

Service Specialists

build \$750,000 annual volume

By Hal M. Newsome



Wall display is filled with accessory items and supplies which add to this company's profits

service facilities open up, but he is particularly aware, as well, of the value of the shop in providing important volume in the off-season months. Further, Moredock feels that the diversified lines of equipment offered give added stability to the business. Accessory lines, in fact, yield added volume which helps the company to maintain

three stores located at strategic points within the territory. Such diversification actually permits the company to give more complete service, for members of the service force are carefully trained and equipped to service all machinery and implements sold by the company.

Howe E. Moredock, Sr., has been

Quick, Reliable service work at a fair price is one of the farm equipment dealer's most effective long-range promotions when it comes to gaining regular, satisfied customers for sales AND service. That is the opinion of H. E. Moredock, Jr., general manager of Howe E. Moredock Co., farm equipment dealers in Miami, Florida.

Not only does this dealer value the profit possibilities which his

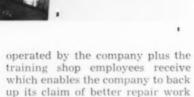




Company's new building in Miami has ample parking facilities, easily accessible repair and parts departments. Open air service facilities provide excellent working conditions in Miami's warm climate

associated with International Harvester Co. in Florida since 1919 and took over the Miami dealership in 1937. Since that time, he and his son have been faced with a problem common to many dealers located in larger cities. As Miami grew, farming operations were forced to the outskirts and later





at fair prices.

The periodic sharing of profits with employees has been an important factor in maintaining high standards of repair work and service to customers. Every outside salesman and every mechanic feels that he has a personal stake in the business.

All three stores carry complete lines of tractor and implement parts. By pooling and exchanging parts, and even mechanics whenever necessary, each branch can give broader and quicker service than any one shop could normally offer in such a large area.

About 25 percent of the company's repair jobs are done in the field, every effort being made to keep machines running during the season. Most service work, of course, is performed in the shop where efficiency is greater and company costs lower. However, Moredock does not charge any more for field work than for work done in the shop. He believes that customer good will is worth any difference in costs to the company. It is the firm conviction of the operators of this business that a com-

Inventories of parts during season frequently amount to as much as \$100,000 dollars

pany which meets all of a farmer's tractor and implement repair needs has a better chance to hold all his future business, both sales and service.

Charges for service work are

carefully set at a level, which per-

mits a fair profit, but still assures

customer satisfaction when the bill is given to him. Further, care is taken to inspect and check repair jobs to make sure there are no costly "comebacks" to waste the farmer's time and damage the shop's reputation for dependable

work.

Moredock is well aware that a repair job often is a customer's first introduction to the organization, and that naturally he is going to judge the company by his experience. In view of this, good shop work is regarded as important promotion, more valuable than the profit on any single job could possibly be. This is empha-

(Continued on page 118)



Foreman of the tractor repair shop prepares to make emergency call in pick-up truck. Such service is a company specialty

spread all through Dade County. In 1945 the firm built a large branch store in the farming center of Homestead, 20 miles south of Miami, to serve the winter vegetable growers and grove operators.

In 1953 a large, modern plant was built in Miami to serve truck farmers and dairymen in the northern part of the county. To support this elaborate organization the owners have built up a larger volume of business through sales of diversified lines and by promoting better shop service through labor-saving equipment. Helping also is the incentive payment plan

A company service manager here checks with mechanic on the repair of a small tractor. Profit sharing plan helps company to maintain high standard of work and service to customers



A report to you about the TEAMWORK of men and machines that helps maintain International Harvester leadership

How IH SHOCK-PROOFED the Farmall* Fast-Hitch latch ...with New NODULAR IRON

NODULAR IRON—a new cast metal in the iron and steel family—is providing IH research men, metallurgists and engineers with many applications for use in the Company's farm tractors and equipment. These uses, like "shock-proofing" the Farmall Fast-Hitch latch, mean longer equipment life, better field performance, and lower costs.

This remarkable metal combines the process advantages of gray or cast iron with many of the product advantages of steel. Basically, nodular iron is a ductile, high-carbon cast iron that has been treated with magnesium to produce an extremely strong, tough metal with high resistance to wear, shock, and vibration. It can also be machined easily.

It was these qualities that led to the testing and eventual use of nodular iron in the Farmall Fast-Hitch latch. The same is true of other Fast-Hitch parts made of nodular iron—the link and swivel stop, and the inside and outside bearing races. Nodular iron is also used in some IH tractor clutch plates, pulleys, and front bolsters; in McCormick® corn picker and snapper gears and snapping rolls; and in combine and corn picker sprockets.

Product improvements like this are basic, longrange objectives at International Harvester. They are the result of *teamwork* at every step of manufacture, from preliminary research through final field testing. The result is product leadership that benefits everyone.

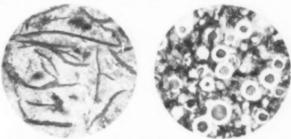
WRITE for Free Engineering Paper on "Nodular Iron: Its Development, Uses and Benefits for IH Farm Equipment," There is no obligation. Send your name and address to International Harvester Company, P. O. Box 7333, Chicago 80, Illinois.

INTERNATIONAL HARVESTER

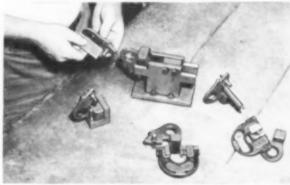
International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois.



Nodular Iron is "born" when molten iron from IH Manufacturing Research's electric furnace is alloyed with the exactly right amount of magnesium alloy.



Micrographs show basic difference between cast gray iron (left), with its flake graphite structure, and nodular iron, with graphite in spheroidal form.



In addition to being tough, strong, and shock-proof, parts made of nodular iron—like the Farmall Fast-Hitch latch—are checked for exact fit and tolerance.

Both IH customers and dealers benefit when nodular iron is used in IH farm equipment.



Merv



ADJUSTO-FLEX TANDEM DISC HARROW—The frame on this new harrow is flexible. It permits disc gangs to follow ground contours—do smooth, uniform work over rolling ground. Angle of each gang adjustable from tractor seat. Lifts, lowers hydraulically.



BUSH AND BOG HARROW—This heavy-duty harrow reverses, tilts and angles to disc five ways better. Plenty of weight to handle extremely tough discing jobs -yet it lifts and lowers easily with Ford Tractor hydraulic power.



FOLD-OVER DISC HARROW—Here are two harrows in one: As a heavy-duty tandem disc it levels plowed ground in a hurry. With rear gangs folded over it becomes a deep-cutting bush and bog harrow. Lifts, lowers hydraulically.



WHEEL TYPE HARROWS - Available in 9-, 10- and 11-foot cutting widths. Designed for pull type operations for all tractors in this power range including the Fordson Major Diesel. Drawbar hitch. Wheels can be raised and lowered hydraulically.



LIFT TYPE TANDEM DISC HARROW—You lift, lower and carry this harrow—control working depth of discs all with Ford Tractor Hydraulic Touch Control. Rigid frame type. In "humpy" fields it levels the high spots since weight hangs on the cutting discs.



PULL TYPE TANDEM DISC HARROW—This ruggedly built harrow is equipped with hydraulic angling and hitch for use with the Ford Tractor. An adaptor kit, sold separately, provides a universal hitch and manual angling for use with other tractors of comparable power.

AND FAR ADVANCED....

A great new line of DEARBORN

DISC HARROWS packed with sales advantages
for Ford Tractor Dealers

Once again Ford brings new, improved tools to the American farmer

-and new profit opportunities to Ford Tractor and Implement Dealers.

This time it is new and far advanced disc harrows that join the rapidly growing line of Dearborn Implements engineered for the Ford Tractor.

These new implements are designed for faster seed bed preparation—
lower cost pasture improvement—new savings in time, labor and money on
all discing jobs. And to Ford Tractor and Implement Dealers
they are designed for increased sales, faster turnover, more profit.

The popular Ford Tractor and the outstanding line of Dearborn Implements designed for use with it give Ford Tractor and Implement Dealers an important edge over competition. A strong advertising program presells this great line to farmers all over the country. And this advertising is backed up by sales promotion plans and programs.

These advantages, and many more, add up to this important fact:

In the farm equipment field you'll go forward faster with Ford! To get complete details on the profit opportunities of a Ford Tractor and Implement dealership, write to the address below. All inquiries treated in confidence.

TRACTOR AND IMPLEMENT DIVISION FORD MOTOR COMPANY

Birmingham, Michigan





Southern dealers report on the

Used Equipment Situation



have edged downward. Of these, 44 percent reported that inventory is the same as in the previous period while 28 percent listed decreases ranging from 10 to 50 percent. The average decrease is 30 percent. Twenty-four percent of the dealers answering this question replied that inventories had increased during the past year. Reported increases ranged from 5 to 50 percent, the average here being 21 percent.

The selling of used farm machinery and equipment continues to be a major problem for the average southern dealer. But while there has been no lessening in competition for sales, the used equipment picture has brightened, at least to the extent that inventory for the average dealer has not increased in the past year.

This situation was revealed in the results of a survey conducted recently by SOUTHERN FARM EQUIPMENT among a large number of dealers in the 16 southern and southwestern states.

The replies to the survey indicate that for the average southern dealer inventory of used equipment either has decreased or has held to the levels of a year ago. However, prices received for used equipment have continued to decline and profit per unit sold has been slashed an average of 18 percent.

Relatively high inventories, low prices and stiff competition for sales have come as a real shock to numerous dealers who entered the industry during the war years. But for veteran dealers the situation more nearly approaches the "nor-

Prices received for used equipment have declined further, profits are off, and competition for sales is as strong as ever. One solution may lie in the answer of an Arkansas dealer who says, "It looks like we had better make up our minds to work as hard on used sales as on new sales."

mal" pattern of pre-war years. Few have been panicked by current conditions. Most, in fact, have recognized the need for increased sales and promotional effort and have taken steps to keep used equipment on the move.

One dealer summed up the situation bluntly: "We are having to go to work for a living."

The survey's first question asked, How does your inventory of used equipment compare with a year ago? For 72 percent of the reporting dealers inventories are about the same as a year ago or

A Reader Survey

One Alabama dealer replied tersely that he had no problem as his inventory of used equipment was sold out. "Fix them in A-1 condition," he said, "and they will always sell."

The results of the survey further revealed that prices of used equipment have continued to fall. The downward trend in prices started with the decline in farm income and has been intensified by drought conditions in the Southwest, plus the willingness of some dealers to unload their inventories of used equipment at substantial losses.

Of the dealers participating in the survey, 88 percent reported that prices of used equipment have

(Continued on page 120)



Quality is "timed" into his job at Massey-Harris

quality that builds sales and customer satisfaction

Massey-Harris feels Quality Control is as vital a function of production as manufacturing itself. It's a part of every man's job. It's "timed" into his day, his work, his duty.

Actually, Quality Control is an in-tegral part of each operation . . . a definite pattern or routine that extends to every phase of producing.

This makes Quality Control the first goal at Massey-Harris, Productivity, second. Contrary to what you will often find, skill and craftmanship have preterence over quantity.



At Massey-Harris, this program of safeguarding quality is carried out with scientifically designed gauges and checking instruments. Accurate to extremely close tolerances, they tell the workman immediately that his work is within the limits set by Quality specifications.

Plug gauges, for example, are accurate to within 40 millionths of an inch. Fixtures that hold parts for drilling and tapping are so close to perfect that they hold this operation to .0001 of an inch.

This is Quality Control scientifically applied . . . more precise because time is set aside to make sure every production run is uniformly accurate.

To you - as a Massey-Harris dealer

this means more "sell", more to show and talk about . . . longer life and higher performance in every Massey-Harris tractor, combine and implement.

For complete details on the Massey-Harris franchise, write the Massey-Harris branch nearest you. There may be a dealership open in your area now.

THE MASSEY-HARRIS COMPANY Quality Avenue . Racine, Wisconsin

BRANCHES AT

Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.;
Calumbus, Ohio; Dallas, Texas; Denver, Cola.;
Des Maines, Jowa; Fargo, N. D.; Indianapolis,
Ind.; Kansas City, Kan.; Memphis, Tenn.; Minacopolis, Minn.; Oklohoma City, Oklo.; Omoho,
Nebr.; Parliand, Ore.; Racine, Wis.; Springfield,
Ill.; Stockton, Calif. Sub-branches: Amarillo,
Texas; Enid, Oklo.; Harrisburg, Pa.; Los
Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

Time is included in the production of every job to check and recheck each operation. Quality comes first at Massey-Harris.

Keep Your Eye on Massey-Harris

America's fastest growing full-line implement company

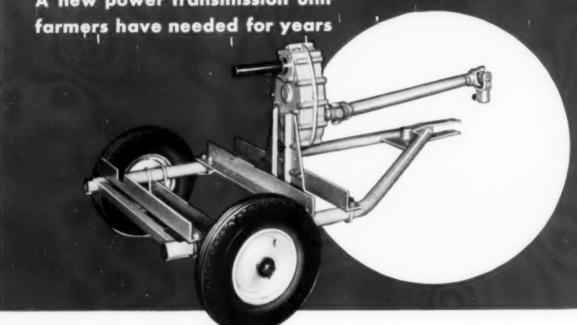
Timely!

TWO PROFITABLE PRODUCTS FOR FA

FAIRBANKS-MORSE

New Gear Link Power Take-Off!

A new power transmission unit



- Mr. Eliminates all belt power drives and pulleys
- Transmits power directly from tractor to equipment
- Can be used with most types of hammer mills
- Can be used to transmit power from tractor to other equipment—generators, pumps, shellers, etc.
- Rermits lower hitch on hammer mill
- no One man can attach PTO without special tools
- Ruggedly constructed for operation under adverse conditions

PLACE YOUR ORDERS NOW

WATER SYSTEMS . GENERATING SETS . MOWERS . HAMMER MILLS . PUMPS MAGNETOS . MOTORS . SCALES . DIESEL LOCOMOTIVES AND ENGINES Grinding grain is a job that goes on the year-round on dairy, poultry and stock-feeding farms. Yet many farmers do bulk grinding jobs just after grains are harvested. That means many of your prospects are in the market now, or will be during the coming weeks. So mail your orders to your Fairbanks-Morse salesman now. Or, if you do not now handle Fairbanks-Morse PTO's or hammer mills, write for details of our dealer franchise. Address Fairbanks, Morse & Co., Chicago 5, Ill.

Selling by Dealers* FAIRBANKS-MORSE Improved Non-Slugging Underfeed Hammer Mill - U-11 Offers you a big market among farmers who feed by modern semi-automatic conveyor system methods from storage bin to animal—as well as among farmers whose limited needs for ground feed make it costly to hire custom grinders, or haul his own grain to the feed mill. Features That Help Make Selling Easy! * Can't slug down, self-cleaning Virtually ends injury to operator by flying Permits one-man operation Works well with semi-automatic feed Weighs only 210 pounds—easily moved on skids, dolly or Fairbanks-Morse.PTO rig Low feed table lightens load lift, reduces

*WANT TO BE A FAIRBANKS-MORSE HAMMER MILL DEALER?

The market for hammer mills never was better. Replacement orders—due to obsolescence, and to change-overs to semi-automatic feeding operations—make a big part of our dealers' business. But still more business is available from dairymen, poultrymen and stock feeders who formerly had their feed ground—and from the general farmer who is expanding and diversifying his farming program.

Send for details of our dealer franchise! If you want to add Fairbanks-Morse hammer mills and PTO units to your line of profitable items, mail the coupon now. You'll still have time to be squared away to cash in on this year's selling opportunities.

FAIL		B1 87	c M	OBG	7 10
a name	worth re	membe	o IVI	YOU WER	t the

WATER SYSTEMS . GENERATING SETS . MOWERS . HAMMER MILLS . PUMPS MAGNETOS . MOTORS . SCALES . DIESEL LOCOMOTIVES AND ENGINES

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Daily Sales at a Glance

with this simple sales chart



The ready reference chart requires little time to compile if figured daily. The departmental totals are obtained from daily sales tickets

A READY-REFERENCE sales chart enables officials of the Valley Tractor Co. of Huntsville, Alabama, to determine at a glance daily and monthly sales totals of individual departments.

The simple, but highly useful chart, original with the company, does not in any way dispense with the firm's regular bookkeeping.

It breaks down daily business by departments—in new tractors, used tractors, new implements, used implements, parts, and labor. It provides daily totals of each, overall daily total, monthly totals in each, and an overall monthly figure.

This diagram shows how the company keeps daily departmental sales immediately available. This ready reference chart supplements the company's regular bookkeeping. It is especially handy for comparing current and past business volume

"We have found the chart especially useful in comparing current business with that of past periods," Owners Jack Ray and James R. Cope explained. "By referring to any past monthly chart, we know at a glance whether we're keeping pace in total sales and in individual departments.

"When we find any department much below a comparative month, we check up to see what the trouble is and, if possible, remedy it. Usually a little personal canvassing or advertising will bring a lagging department back up to

Without the ready reference chart, the company officials feel, it would be much more difficult to keep a close tab on departmental sales. A drop in total volume would be obvious, of course, but tracing the troublé back over several months could be quite a headache, they point out.

The ready reference chart is handy, too, when the state sales tax examiner comes around. With

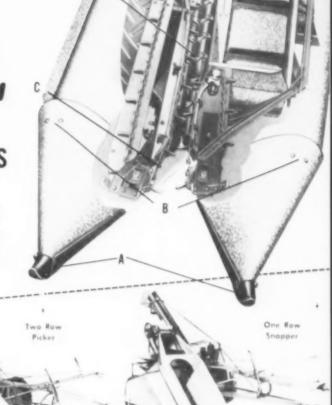
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24	115	19256	T 5510 0	OT	3,126 13	76	823.00	TI	160 00	71	70	6111 03
25	T	195 33		+		-		1	75 00	1447	25 T	261 56
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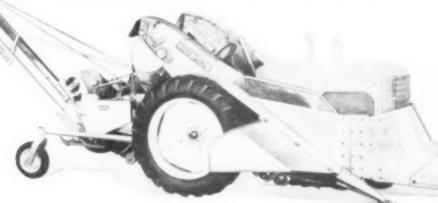
"KNOW-HOW"

makes corn picking champions

Here are the famous "Floating Points" which have helped NEW IDEA pickers win more state and national contests than any other make. Good picking begins right here at these floating points and low-reaching gathering chains. At "A" note the contour-hugging floating points hinged "B" above the low-reach gathering chains "C" which handle down and tangled stalks with ease. Specially designed snapping rolls "D" complete this out standing picker combination



This **NEW No. 20** has the biggest husking bed of any mounted picker There's no waste, no carn left in the field with the New Idea No. 20 Mounted Picker. It makes sharp turns, gives unobstructed view of the picking unit, eliminates opening the field, saves shelled carn. It delivers clean carn to the elevator and is quickly detachable so the tractor is not tied up. In short, it has been designed to meet today's demand for better, faster farming equipment. That's why New Idea Pickers mean faster turnover and more profits for you.



By an inexpensive change of mounting brackets you can switch to a New loss No. 20 Picket to a different tractor anytime. This means bigger trade-in, higher resole value.

NEW IDEAS for better farming since 1899

PARM EQUIPMENT COMPANY

COLDWATER, OHIO, U. S. A.



The experimental Electrall generator unit, shown here mounted on McCormick Farmall Super M-TA tractor supplies power to the accompanying motor unit on McCormick 55 hay baler for smooth, quiet baling. At recent showing of unit company officials did not indicate when the Electrall might be placed in production



Electric Power from Tractors

IH exhibits experimental generating system

INTERNATIONAL Harvester Co. recently disclosed an experimental electric generating system designed to make the farm tractor a mobile source of electric power as well as mechanical power for farming operations.

The "Electrall" system, mounted on Harvester's largest current model Farmall tractor, was shown to representatives of the press and of trade and technical publications at Harvester's experimental farm near Hinsdale, Illinois.

At the same time, it was disclosed that Harvester engineers are now applying the Electrall unit experimentally also to motor



Electrall system, above, offers greater convenience and ease of control to the operator since a button switch on the tractor to operate the motor on the implement is within easy reach



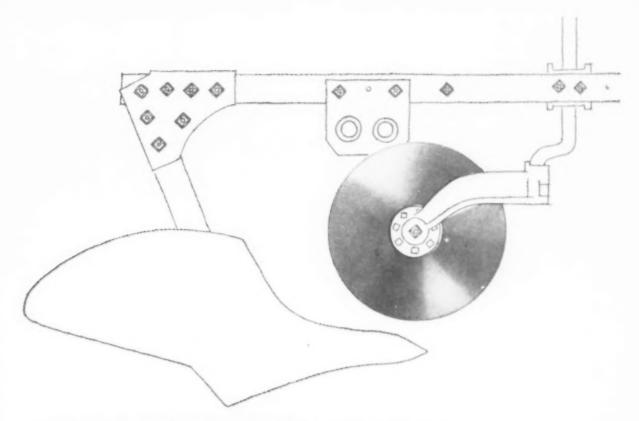
Electrall generating system affords portable electric power for a wide variety of uses on the farm. Here, it supplies power in the wood for the operation of a chain saw

trucks for farm and industrial use.

John L. McCaffrey, president of

John L. McCaffrey, president of International Harvester, told the audience that while the new Electrall attachment was not yet at the production stage, it gave promise of becoming in the future a versatile new source of power applicable to farm work.

"Before World War II, the (Continued on page 119)



Crucible <u>now</u> makes COULTER BLADES

We're now making a full line of coulter blades . . . because customers asked for them. And you'll find this new product of the same high quality that has made other Crucible agricultural steels - moldboards and LaBelle discs - a favorite of farmers everywhere.

You can get Crucible coulter blades in all standard sizes and to meet any specification . . . with or without cut-outs. Let us know your requirements.



CRUCIBLE first name in special purpose steels

54 years of Fine steelmaking

AGRICULTURAL STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA. REZISTAL STAINLESS . REX HIGH SPEED . TOOL . ALLOY . MAX-EL . SPECIAL PURPOSE STEELS



Lilliston Resumes Dealer Meetings; Large Crowd Inspects New Equipment

LILLISTON IMPLEMENT Co., farm equipment manufacturers with headquarters in Albany, Georgia, played host June 16 to more than 700 persons who visited the company's facilities for an inspection of the Lilliston line of equipment and to attend a brief service school.

The sizable crowd, in addition to dealers, included dealer service, parts and sales personnel and dealers' customers. The one-day event actually marked a resumption of Lilliston's pre-war practice of bringing together their dealers and dealers' customers as a means of furthering friendly relations at all levels.

Following a brief message of welcome from John Phillips, Sr., company president, the program got under way with a service school devoted to the company's peanut harvesting equipment and rotary mowers. John T. Phillips, Jr., company executive vice-president, and William E. Hoffman, sales manager for the company's Roto-Speed Cutters, conducted the service phase of the program.

Then shown for the first time and described briefly were the company's new lightweight, portable elevator; the new Lilliston Spred-All fertilizer distributor; a new hydraulic lift kit for the Toto-Speed 7-six; new adjustable-width wheels on the 7-six; a steel skirt for a highway use of the 7-six; and a new 5-two Roto-Speed with a towing hitch. Additionally, visitors saw the 1954 Lilliston Peanut Combine with the new Wisconsin V-4 engine, the 1954 Lilliston Peanut Shaker-Windrower, and the Roto-Speed rotary cutters.

The morning program closed with the full line of equipment "passing in review." Jesse Lilliston, sales manager for peanut harLilliston's full line of equipment was displayed adjacent to tent where service school was held. Various models of firm's rotary mower are seen in foreground

vesting equipment, introduced individual pieces of equipment as each was drawn into the huge tent used to accommodate the crowd.

The day's activities ended with a barbecue luncheon followed by a film showing Lilliston equipment in action.

Daily Sales at a Glance

(Continued from page 100)

the month's business broken down into departmental totals, he doesn't have to delve into cumbersome bookkeeping, a time-saver for the company, also.

The division tractor representative looked the chart over and was so impressed he made plans to recommend it to other dealers in his territory.

When business in the Valley service department slows down, service men hit the road to stoke it up. Often, however, instead of making a call expressly for repair work, they merely pay farmers a "friendly visit," discussing farm problems generally.

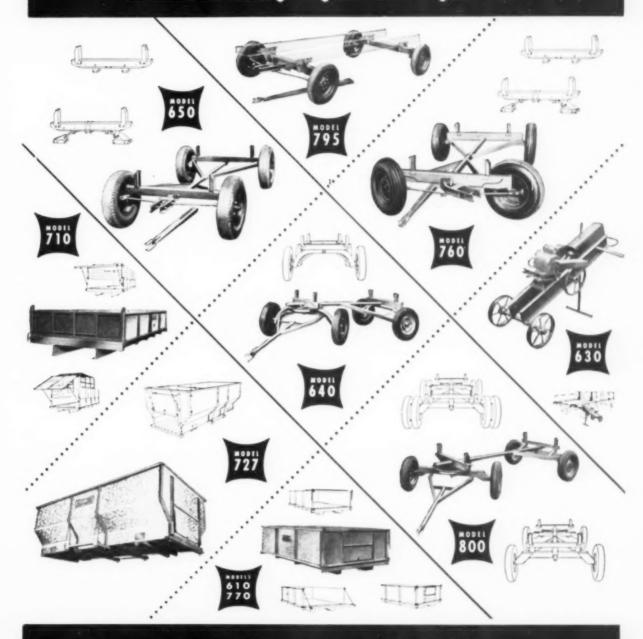
Frequently, the farmer will break the sales ice by mentioning something he needs in the way of implements or repair work, and the Valley representative follows through.



A part of the crowd of 700 which attended the meeting lines up to be served barbecue luncheon. New equipment, including a fertilizer distributor, was shown for the first time

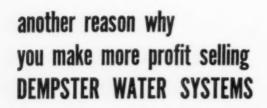
BUBCHRIC

America's Leading Wagons and Wagon Boxes



Write for the Name of Your Nearest Distributor
ELECTRIC WHEEL COMPANY - QUINCY, ILLINOIS

SOUTHERN FARM EQUIPMENT Section for AUGUST, 1954



.. NEWEST

Whatever a customer's water supply problem may be, Dempster dealers have the best and latest pump to answer it! In more than 75 years of design and manufacture of farm Water Supply Equipment, Dempster has established a reputation for sound engineering and construction. Excellent examples are these new multi-stage Jetmasters, designed for deep wells down to 350 feet and for shallow-well demand up to 4,000 gallons per hour.

This means more profitable dealerships—with sales at a maximum and service at a minimum and a single line (with many parts interchangeable) to meet every requirement of your customers.

Dempster builds trouble-free performance right into every Dempster water system, with simplified design, tested materials and complete scientific quality control for every step of manufacture in Dempster's own modern plant.

It will pay you to investigate the valuable Dempster franchise. For full details write:



DEMPSTER MILL MFG. CO.

BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.; Siaux Falls, S. D.; Denver, Colo.; Oklahama City, Okla.; Amarillo, Tex.; San Antonio, Tex.



Massey-Harris Announces Plows for Pacer Tractor

Two NEW two-furrow plows designed for their 1-2 plow Pacer tractor are now on the market according to The Massey-Harris Co., Racine, Wisconsin.

The No. 44 two-furrow mounted moldboard plow is available in 10-and 12-inch furrow widths. It is controlled by Massey - Harris Depth-o-matic 2-way hydraulic system that makes it simple to raise and lower, get in corners and around obstacles.

The 44 is close-coupled to the Pacer for more accurate control and drawn with the tractor drawbar in the forward position so that more pressure is put on the rear wheels to give better traction.

It is easy to hook up the 44 Plow, simple to adjust and control with conveniently located draft and leveling adjustments, state the manufacturers. A screw type crank levels the plow and a hand lever controls depth. A rubber-tired gauge wheel keeps the 44 at the depth desired. Colters are standard equipment.

The No. 43 mounted disc plow for the Pacer has big, 26-inch heat-hardened discs that take a good hold in any soil and scour clean, according to the manufacturers. A leveling lever on the right side of the plow operates from the tractor seat for instant response. Pressure springs take the hard work out of depth control adjustment and also give positive, accurate settings. Depth-o-matic hydraulic power raises and lowers the plow.

I-H Announces New Two-Four-Row Cultivators

INTERNATIONAL Harvester Co. announces four new hinge-type, two- and four-row cultivators, which company spokesmen state can be attached to the McCormick

Farmall H and M series tractors by one man in four to six minutes.

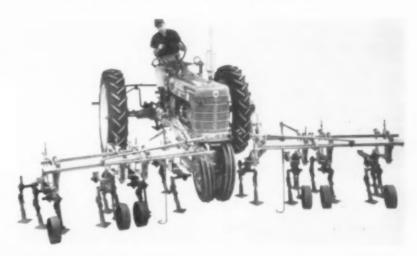
Each cultivator consists of two forward sections mounted at the front of the tractor, and a rear section, the same as used on previous models, which is mounted on the tractor drawbar mounting brackets. The cultivators are called the McCormick H-255, M-255, H-455, and M-455. The 255 models are two-row, convertible to four-row, and the 455's are four-row, convertible to two.

The front gangs are attached by driving the tractor between the two cultivator units, and then using the tractor's hydraulic power to lift them into place while they are being secured in position. The company says that even less time is needed to detach them.

The fast-change feature gives greater tractor versatility during the corn and cotton cultivating season by making it available for other jobs, according to the manufacturers.

The new cultivators are described as being ruggedly built with tubular-type main frame and extensions so they can stand the strain of working heavy soils. Each frame has a contact area with the channel frame and lower bolster of the tractor of approximately 45 inches. This is designed to keep the sweeps and shovels from "dodging" heavy weeds or tough spots.

Hydraulic Lift-All raises and lowers the cultivator gangs with a rockshaft on the front mounting frame. The frame and forward gangs are designed and positioned so the growing crops are in full view of the operator. The frame also has a 30- to 31-inch clearance to allow late cultivation without damage to foliage.



Deere Offers New Power Steering on Tractors

New factory-engineered Power Steering, manufactured by John Deere, Moline, Ill., now is available as optional equipment at extra cost on new models "50", "60", and "70" tractors.

The company states that it is the first tractor manufacturer to offer this feature on row-crop models. The new unit is an integral part of the tractor, not an attachment.

The steering is said to offer new freedom from steering effort and driver fatigue. The operator, state the manufacturers, enjoys "highway steering" in sand and mud,



on bedded or irrigated land, over rough ground and when working with heavy front-mounted equipment, such as manure loaders, cultivators, etc. According to field reports, turning in short headlands, dodging, "climbing" out of furrows, and steering a true course on hillsides are practically effortless.

The unit operates whenever the tractor engine is running; manual steering takes over when the engine is shut off. A constantly running gear-driven pump supplies hydraulic pressure through a control valve to actuate a steering vane attached to the steering spindle. The vane is enclosed in a cylinder concealed between the radiator and grille and located close to the front wheels where the effort is needed. Turning the steering wheel to right or left actuates the control valve, directing oil under pressure to the hydraulic cylinder, where it rotates the vane and turns the front wheels at the operator's command.



New Idea Introduces Semi-Mounted Mower

A NEW SEMI-mounted mower which fits more than 20 different tractors is introduced by New Idea Farm Equipment Co., Coldwater, Ohio.

According to the manufacturers,

main features include the following: Same frame can be used with a hand lift lever, with power lift, or with hydraulic operation.

Larger wearing surfaces on caster wheel spindles and supports to prevent binding on turns and when backing.

A new, improved mounting jack. Adjustable lever on hand-lift model as standard equipment.

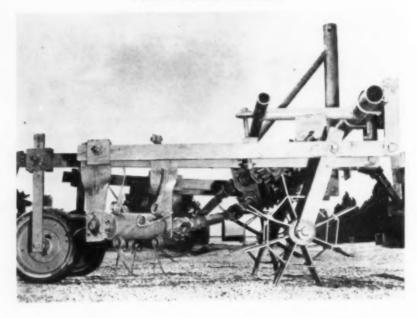
The new mower hitches with only two bolts. Tractor is freed quickly for other work.

A retractable front wheel and easy working jack adjust the hitch quickly to drawbar height.

The strong but lightweight frame is constructed of all-welded, 3½-inch tubular steel. Other features include smooth, quiet twin V-belt drive, telescoping power take-off shaft, and snap-on universal joint.

The cutter bar is well to the rear of the operator to permit clean cutting of square corners, and to allow the operator to avoid obstructions before they hit the cutter bar. It can be lifted and backed into corners.

Power Cotton Weeder

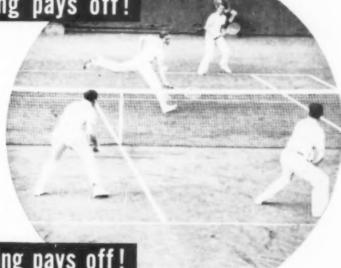


THE HARVESTER Co. of Pratt, Kansas, has announced the development and production of a power cotton weeder. The mechanical weeder was invented by Grady Nunley of Vernon, Texas, who has assigned patent rights to the Harvester Co.

Boyd Davies, an official of the firm, explained that the weeder is operated by a tractor's power take-off. He expressed his hope that the weeder can be used on sorghum grains and thinks it may be used with corn as well.

The new machine is constructed to cope with differences in the height of rows and uses heavy wire prongs for weeding. An additional piece of equipment on the front of the machine breaks the crust of hard ground.

In Tennis, GOOD backing pays off!



In Pumps, GOULDS backing pays off!

Manufacturing the world's finest pumps is only part of our job. The other part, equally important, is helping you SELL those pumps to your prospects! That's why we have developed, for your use, a complete pump promotion plan — everything you need to successfully sell Goulds Pumps in your store! Included in this plan, for example, is a wide selection of . . .

OUTSIDE STORE IDENTIFICATION

— to tell people you sell Goulds Pumps!

GOULDS Backs YOU Up with:

- 1. Exclusives in Pump Design
- 2. Prompt Distributor Service
 - a. Pump supply NEAR you
 - b. Repair parts NEAR you
- 3. Complete, Informative Catalogs and Literature
- 4. Helpful Dealer Training
- 5. Powerful National Advertising
- 6. Outside Store Identification
- 7. Window Display
- 8. Inside Store Advertising
- 9. Pump Demonstration
- 10. Local Advertising Material



YOUR NAME

Goulds Pumps



TARE AND SIZE AND SIZ



Believe it or not, letting people know what you have to sell is still the best possible sales insurance! And you can do it easily—and inexpensively—with Goulds Outside Store Identification material. You'll find

colorful metal signs, decals, service stickers, shop coat emblems — everything you need to remind customers and prospects alike that your store is headquarters for Goulds Pumps. For complete details, ask your Goulds Distributor, or write Dept. SH-17

Goulds Pumps Inc., Seneca Falls, N.Y.

WATER SYSTEMS

Since 1848

FOR EVERY FARM AND HOME NEED

Sheets Is Appointed Papec Representative

Papec Machine Co., of Shortsville, New York, announces the appointment of Richard L. Sheets as representative for the territory of North Carolina, eastern Tennessee and western Virginia. Sheets will make his temporary head-quarters in Bennettsville, South Carolina.

Sheets previously represented the New Idea Farm Equipment Co. in western Iowa, and the Carolinas.



Richard L. Sheets

He succeeds W. D. Stump who is now territory manager for the states of Georgia and South Carolina. Stump's new address is Milledgeville, Georgia.

New Mower Added to Dearborn Implements

The New Dearborn FMD Rear Attached Mower will handle any mowing job efficiently and can cut up to 35 acres in a 10-hour day, according to O. L. Wigton, general sales manager, Tractor and Implement Division, Ford Motor Co.

This mower is one of a number of Dearborn implements, Wigton states, designed for use with the Fordson Major Diesel tractor or other tractors of comparable power.

A carefully balanced flywheel, a heavy V-belt which is adjustable for correct tension and tapered roller bearings in the pitman drive mean quiet, efficient operation, dependable performance and long life for the mower, according to the manufacturers. Available with either six or seven-foot cutter bar, the mower can be attached to the Fordson Major Diesel in a few



minutes. The tractor hydraulic touch control lever is used to lift and lower the cutter bar to clear obstructions and cut square corners.

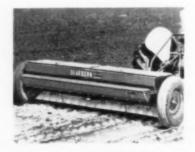
Adjustments can be made for cutter bar tilt and lead, knife register and inner and outer shoe height. A safety release mechanism on the cutter bar allows it to swing back when an obstruction is encountered.

Included as standard equipment are safety shields covering the V-belt and universal drive, plain or rock guards for the cutter bar and a seasoned wood swathboard, it was announced.

Dearborn Adds New Fertilizer Spreader

Appition of an improved lime and fertilizer spreader to the Dearborn farm equipment line is announced by O. L. Wigton, general sales manager, Tractor and Implement Division, Ford Motor Co.

The new spreader is available in both eight and 10 foot widths. A selector lever permits the flow of fertilizer to be regulated from the tractor seat. When the flow of fertilizer is shut off, an adjustable stop allows the flow to return to the original setting when spreading is resumed. Rate of flow is ad-



justable from 55 to 7.000 pounds of fertilizer per acre depending upon type and condition of the material. A new large flow rate indicator is visible from the tractor seat.

An independent clutch on each wheel makes it possible to stop the agitator rotation while transporting the spreader. A seeder attachment is available for seeding grasses and legumes.

The agitator is of the split disc type, designed to pulverize fertilizer thoroughly and force it through the dispersal holes. The 10-foot model has a hopper capacity of 950 to 1,100 pounds, depending on the type of fertilizer used. The hopper capacity of the eightfoot model is 700 to 850 pounds. Hopper bodies are steel.

Either 15- or 16-inch automotive type wheel rims are available for both models. A drawbar of reinforced steel is located on the rear of the hopper for pulling other equipment. Weight of the 10-foot model is approximately 558 pounds and the eight-foot model weighs 479 pounds.

Editor of J. I. Case Publication Retires

THE J. I. CASE CO., Racine, Wis., announces the recent retirement of Elmer R. Durgin, editor of their employees' publication, the Case



Elmer R. Durgin

Eagle, for over 25 years. He had been with the company for 38 years.

Along with his duties as editor, Durgin was in charge of publicity, of the production of catalogs, folders and other company literature and was librarian of the Case photograph file.

Myers Offers New Self-Spray Paint Applicator

RETOUCHING a reconditioned or serviced pump or sprayer to give the product a "factory-new" appearance is now merely a matter of pressing a button, according to The F. E. Myers & Bro. Co., Ashland, Ohio, as they introduce their new self-spray paint applicator.

The new sprayer, which operates on the same principle as house-hold insect atomizers, contains 12 ounces of touch-up enamel. Two colors are available—factory finish green, the same color used on all Myers pumping equipment, and factory finish gray, used on their power sprayers. The paint is the same that is used on new Myers products.

The applicators are being made available immediately to all Myers distributors and dealers.

The paint applicators are manufactured by Sprayon Products, Inc., Cleveland, Ohio, Tousey Varnish Co., Chicago, Ill., manufactures the paint.



There's no substitute for safe, dependable Campbell. Chain on hundreds of jobs of hauling, holding or hoisting.

A complete Campbell line includes chain of every size and grade, for any purpose. Order it in the easy-to-handle CAM-PAK...display it on the eye-catching Campbell Merchandising Stand. Your jobber can give you complete information. If you prefer, write direct.

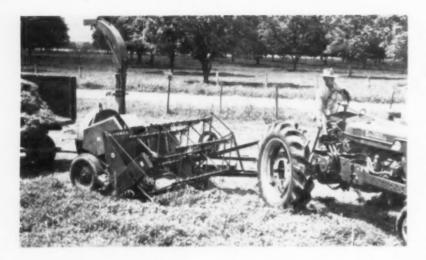


CAMPBELL CHAIN Company

CHAIN

Main Office, York, Pa. • West Burlington, Iowa Portland, Oregon • Sacramento, California

Makers of Famous CAMPBELL Lug-Reinforced TIRE CHAINS



New I-H Cutter Bar Attachment Announced

A NEW, big-capacity, six-foot cutter bar attachment for the Mc-Cormick No. 20-C field harvester is announced by International Harvester Co.

The big capacity of the harvester, estimated at 25 tons an hour, makes the six-foot bar possible, the company said. It added that the machine will handle a six-foot cut in the heaviest forage without clogging.

The cutter-bar attachment is interchangeable with the pick-up hay and row-crop attachments of No. 20-C field harvesters now on farms. Slight modification of these models is needed, but, once made, all three attachments are interchangeable in a few minutes. These three, the company points out, give the harvester the versatility to meet any field forage chopping need.

The new attachment is designed to feed the crop in a smooth, even flow from the cutter bar through the harvester, where it is cut into desired lengths, and into the wagon. First, a four-foot reel, containing 96 coil-spring teeth, guides the hay into the sickle.

As soon as it is cut, the hay is

gathered and fed back to the feed apron by teeth in both the bottom of the platform and its sides. These are mounted on extended pitch roller chains which hold them in the correct gathering position at all times.

The feed apron feeds the hay through a 14-inch throat into the cutterhead. Here it may be chopped in lengths varying from one-quarter of an inch to six inches, depending on the number of knives used on the flywheel-type head.

Unusual Design

The attachment is designed, the company says, to meet all types of standing forage harvesting needs. Platform shoes are adjustable to permit cutting from ground level to six inches high. Both the teeth in the reel and the bars that hold them are adjustable so their pitch can be changed to fit the hay crop.

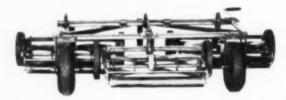
Although light in weight—the attachment weighs 775 pounds—it is built ruggedly enough to handle the heaviest hay crops, according to the manufacturer. It is of all steel construction, with no metal or canvas parts. The platform is built of heavy metal for correct alignment of all moving parts.

The attachment contains nine pre-lubricated self-aligning bearings, and it has a roller bearing pitman drive.

Designed by LAWNSHEAR for SHEER Lawn Beauty



LAWNSHEAR GANG MOWER—Designed for long service at low price, this gang of 3 drag mowers cuts larger lawns quickly and easily, saving time and expense. Any tractor, jeep, truck or pulling agent designed to travel from 3 to 7 m.p.h. will power this gang. Set of 3 cuts a swath of grass 72" wide, Pulled at speed of 7 m.p.h. will cut an acre in 25 minutes. Sold also in single 25" width units.

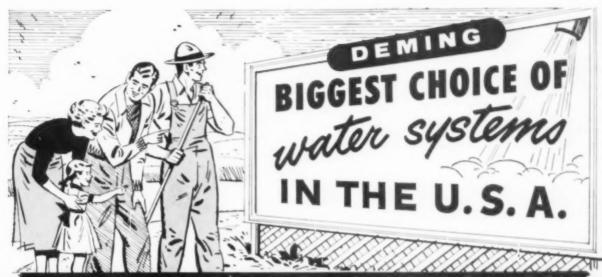


3 GANG TRAILER—especially developed to meet the demand for transporting our 3 gang mowers during normal cutting operation, with simple arrangement for lifting cutters when crossing roadways and obstructions, or for transporting of mowers without detaching. Provides maximum cutting width of 72".

ROXY LAWNSHEAR CORPORATION

8115 FORREST AVENUE

ELKINS PARK, PENNSYLVANIA



FOR SHALLOW WELLS "CUSHIONETTE"



'packaged water system water system
... ready to
hook up to
well and
house connections. Capacities up to 685 G. P. H.

CONVERTIBLE FOR SHALLOW AND DEEP WELLS - "MINIJET"



A complete water A complete water system . . . all assembled . . ready to install. Easily convertible for shallow or deep well service. Capacities to 660 G.P.H.

CONVERTIBLE FOR SHALLOW AND DEEP WELLS

Fig. 4963. Dual Purpose Jet Pumps and Water Systems. Easily convert-Systems. Easily convertible for shallow or deep well service. Two and Single-pipe systems. Full range of capacities from 50 to 2450 G.P.H.

SUBMERSIBLE FOR DEEP WELLS

Fig. 6700. Entire pumping unit sub-merged in well water. Noiseless operation. No pump house needed Capacities from 110 to 720 gallons per hour.



FOR SHALLOW WELLS "MARVELLETTE"



at low cost. Built for long, de-pendable

FOR SHALLOW WELLS "DUPLEX"



Fig. 2895. Highly efficient for water system service. Pumps are suitable for maximum pres-sure of 1251bs. Overlapping piston action assures smooth, efficient, quiet operation. Ca-pacities 500 to 1800 G. P. H.

FOR SHALLOW WELLS "MULTI-STAGE"

Fig. 6602. Pump handles large quan-tities of water at high pressures. Effi-cient, economical operation. Capacities range up to 1900 G.P.H.



FOR DEEP WELLS "OIL-RITE"

Fig. 1062. Designed Fig. 1062. Designed for heavy duty serv-ice and long life. Pump automatically ailed by force and splash feed system.



FOR SHALLOW WELLS "MARVEL"



Fig. 2090 Quiet-running. Efficient, low cost operation Equipped with Timken Roller Bearings. Other top quality features. Capacities 275 and 375 G.H.P.

FOR SHALLOW WELLS "OIL-RITE"



Fig. 1809. "Oil-Rite" Pump has long established rec-ord for dependability, and low cost service. Equipped with Timken Roller Bearings. Flood lu-

brication. Ca-pacities 500 to 1800 G. P. H.

FOR DEEP WELLS "MULTI-STAGE JET"





FOR DEEP WELLS "MINUTURB"



THE DEMING COMPANY . 519 Broadway, Salem, Ohio



Deere Elects Hewitt Executive Vice-Pres.

WILLIAM A. Hewitt, who has been vice-president and general manager of the John Deere Plow Co. in San Francisco, Calif., was elected executive vice-president of Deere & Co. at a meeting recently of the latter company's board of directors. He has been a director of Deere & Co. since 1951.

Hewitt was born in San Francisco and received his education at the University of California and the Business School of Harvard University. After a few years in the banking business, he entered



William A. Hewitt

the employ of the Pacific Tractor and Implement Co. at Richmond, Calif., and on Nov. 1, 1948 the employ of Deere & Co. He served in the Navy from 1942 to 1946, and was separated from the service with the rank of lieutenant-commander.

James S. Bohmker has been appointed to succeed Hewitt as general manager of the John Deere Plow Co. in San Francisco. Formerly a division sales manager for the John Deere Plow Co. of Moline, Bohmker has been in San Francisco since 1951, first as division sales manager and more recently as assistant general manager.

Dearborn Economy Blade Designed for Long Life

THE ECONOMY Blade, new addition to the Dearborn farm equipment line, leads a double life, according to O. L. Wigton, general sales manager, Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.



The six-foot moldboard has cutting edges on both top and bottom and can be reversed to use either edge, doubling its life.

The Economy Blade is designed with a wide range of adjustments and simple, sturdy construction to give it versatility of operation and long life. According to the manufacturers, its low cost makes it possible for every farmer to do his own ditching, terracing, leveling, backfilling, snow removal, barn and feedlot cleaning, etc.

The moldboard can be angled 45 degrees in either direction, can be offset in two positions to the right or two to the left and can be reversed for backfilling. Blade pitch may be adjusted to any one of four positions.

Lifted and lowered by Ford tractor hydraulic control, the Economy Blade weighs 268 pounds. The blade is 13½ inches high and is made of ¼-inch heat-treated steel. The frame is one-piece construction of 2½-inch standard weight tubular steel.

Attachments available include a ditching point and end plates.

quipment, including both spreaders and loaders.

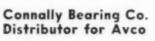
The Connally company will han-

dle the full line of Ezee Flow e-

Case Company Elects Baird Vice-President

At the recent annual Board of Directors' meeting of the J. I. Case Co., of Racine, Wisconsin. Robert W. Baird, Jr., was elected vice-president of the company. For a number of years, Baird was an economic consultant to the company before he joined the organization in 1952 as assistant to the executive vice-president. Later he was appointed assistant to the president.

A Haverford College graduate, Baird worked for the Wisconsin Public Service Corp. from 1936-



EZEE FLOW Division of Avco Distributing Corp., Chicago, Ill., announces the appointment of Connally Bearing Co., Inc., Amarillo and Dallas, Texas, as their distributor for the territories of Texas and New Mexico.



Robert W. Baird, Jr.

39; then was in the New York office of Peat, Marwick and Mitchell, a public accounting firm, until he became associated with Frederick Nymeyer and Co., Chicago management consultants, in 1941. When he became a partner in 1950 the name was changed to Nymeyer and Baird, Baird spent 4½ years in the Army, going in as a selectee and leaving the service with the rank of captain in the Quartermaster Corps.

Baird will continue to handle many general administrative matters. He has direct supervision and responsibility for the following staff department in Racine—industrial relation; methods and rates; plant engineering, and engineering standards work. He will continue to assist John T. Brown, president, in respect to the general supervision of plant operations.

F&W Submergible Pump Series Now Available

FLINT & WALLING Manufacturing Co., Inc., Kendallville, Indiana, announces that a new series of F&W Submergible pumps is now in production.

These pumps, which operate entirely under water, are available



in 12, 34, 1, 112, 2, and 3 H.P. sizes for wells as deep as 1000 feet with capacities as high as 3360 gallons per hour.

The F&W Submergible pump is a multi-stage centrifugal pump close coupled to a submergible electric motor. Both are lowered into the well on the discharge pipe and silently push water from the well through the pipe to the surface pressure tank. Waterproof cable attached to the motor conducts power from the surface to the motor. They are easily and quickly installed in 4" or larger wells, the manufacturers state, and the water-cooled motor, which is sealed in oil, never needs lubrication.

The equalizing pressure feature, which maintains the same pressure in the motor as in the surrounding well water, is a prime feature of these pumps, according to the manufacturers. All motor and pump

parts are kept under low differential pressure regardless of the depth the pump is submerged. A reverse drain system is incorporated for supplying air to any size pressure tank.

Larger sizes up to 22½ H.P. are available on special order. All pumps are available in single or three phase and up to 550 volts. New type impeller and diffuser design, for higher capacities, are fully patented. Each pump is built of corrosion resistant materials.

The pumps are in stock at the factory and at branch warehouses.

Why So Many Dealers Sell Multi-Purpose Wood's Rotary Cutters



UNUSUAL PARTS POLICY

Wood's Cutters are built to last. And they do longer than competitive makes and under harder use. If a part fails, as one will occasionally on ANY machine, our attitude is...

- ★ 9 Models From 42" to 114" Cutting Swoths
- * Hydraulic Lift and Drawbar Types
- * Adjustable From Ground to 14" Height
- ★ Maw, Shred, Clip, Mulch—4 Machines In One
- * 3/16" Boiler Plate Blade Protection
- * Forged, Heat Treated Blades
- Universal Joint Drive Has 50 Horsepower Capacity to Handle Largest Farm Tractor Power
- * Triple "B" V-Belt Drive
- * Highly Maneuverable in Close Spots
- * 8" or 15" Wheels
- * Overlapping Blades

WE ARE TO BLAME

We feel no part of the cost should be unloaded onto the dealer. So...

WE PREPAY FREIGHT ON WARRANTY REPLACEMENTS

And we gladly accept shipping charges on defective parts sent to us for examination.

WE DO THE ADVERTISING

It is also a basic belief of ours that THE CREATION OF CONSUMER DEMAND IS OUR JOB—not our dealer's. It's his job to make his store the place where farmers like to trade; to create confidence among his customers in ALL the products he sells. His advertising should be designed to accomplish these results, rather than attempt to build demand for our rotary cutters.

AND THE PRODUCT IS RIGHT

Ask any dealer who handles Wood's Rotary Cutters. He'll tell you there's no finer line of cutters made; that the cutting widths from 42° to 114° in hydraulic lift and drawbar types with one, two or three blades give him the best chance of matching each customer's specific need; that, if anything, Wood's Rotary Cutters are overbuilt to insure long life and low maintenance cost. He'll also tell you they're priced right—competitively, but with a good margin of profit for him.

For More Information, Write, Wire, Or Call Collect

WOOD BROTHERS MFG. CO.

17408 South 4th Street

Oregon, Illinois

M-M Announces Division Management Changes

C. W. Brawdy, manager of Minneapolis-Moline Southeastern Division, Atlanta, Ga., was assigned recently to a new position in the export department at the firm's general offices at Hopkins, Minn., Frank N. Langham, vice-president and general sales manager announced. C. W. Spigener, assistant manager, East-Central Division, Louisville, Ky., was



C. W. Brawdy



C. W. Spigener

named manager at Atlanta.

Brawdy's move from Southeastern Division, where he has been manager since 1951, is in line with the company's expansion of its export organization made necessary by the increasing importance of its foreign operations, Langham stated

Spigener has been assistant manager at Louisville since 1951. He joined the company in 1947 as territory manager in Missouri, after several years experience in farm equipment credit and sales. In 1949, he was named sales supervisor at Memphis, Tenn., head-quarters of the Southern Division.

Spigener holds a B.S. degree in agriculture from Mississippi Southern College, Hattiesburg, Miss. He is also a graduate of Macon and Andrews Business College, Memphis, Tenn., and Chamblin Hunt

Military Academy, Port Gibson, Miss

Herb C. Harrell, manager, East-Central Division, announced the promotion of Russell F. Bosse, sales supervisor, to assistant manager, and E. T. Gaunce, territory manager, to sales supervisor, in the East-Central Division.

New All-Crop Forage Harvester Being Introduced by New Idea

A LIGHTWEIGHT, all-crop forage harvester with pick-up, row crop and direct-cut attachments, and choice of power take-off or engine drive has been introduced in limited quantity by New Idea Farm Equipment Co., Coldwater, Ohio. Full production is scheduled next year.

Adjustable gauge wheels carry the pick-up smoothly over high spots and follow ground contours, no matter how uneven, the manufacturers state. The ground hugging pick-up reel has four retractable bars with six double spring teeth on each bar. These move around the cam on ball bearing followers, sweeping the windrow clean, and shedding stones. Bearings on pick-up bars are cast housings with greaseless fiber inserts. The pick-up drum may be removed for replacement of parts. Pick-up

wheels are equipped with bronze bushings for long wear. Positive drive is assured by use of roller chain.

Clean, fast removal of material from the pick-up is assured by use of an auger — an exclusive feature, according to the manufacturers, which permits a positive, even flow of material from windrow to feed aprons without wedging of material. The auger is adjustable vertically to permit handling of both light and heavy crops without difficulty.

A rubber tired pressure wheel directly behind the auger holds material on the lower feed apron for positive feeding into the feed chamber.

A 16-inch feed opening allows large amounts of hay or corn to be fed into the cutter head. This feeding is done by the upper apron,



which is an enclosed unit, and the lower apron, which operates on a solid deck sheet. Neither apron has any open space through which material could enter and bunch, the manufacturers claim.

The upper apron is spring loaded to insure a positive feed to the cutting knives. Both upper and lower aprons can be reversed to clean out obstructions. The shifter arm for reversing these aprons is reached easily by the operator from the tractor seat. The feed mechanism can be stopped by the operator to prevent foreign objects from going through the machine and damaging the cutter knives.

The fly wheel type cutter head is equipped with four cutting knives. Design of the knife holders eliminates the need to adjust the knives after each removal for sharpening. The cutter head housing has an 8-inch width which allows material to flow freely to the open-bottom discharge pipe. This reduces the danger of plugging in the housing or in the pipe.

Various lengths of cut can be obtained by removal of two cotter pins and reversal of gears, or installation of another set of gears furnished with each machine.

The discharge pipe can be turned and locked in position to deliver material to either side or to the rear. A latch type handle eliminates the need to loosen or remove bolts.

The deflector on the end of the discharge pipe can be adjusted by the operator from the tractor seat. This exclusive feature, point out the manufacturers, enables him to direct material into various parts of the wagon or truck simply by pulling on a rope which engages a ratchet pawl.

Raising Pipe

The telescoping support for the discharge pipe permits raising of the pipe for loading into a truck or wagon with high sides. An additional two-foot pipe extension is available as optional equipment.

The pick-up attachment can be be removed from the machine and replaced with row crop or cutter bar attachment in 20 minutes, company spokesmen state. The change of attachments requires only the removal of four bolts and one drive chain, and replacing the bolts and drive chain or chains of the new attachment.

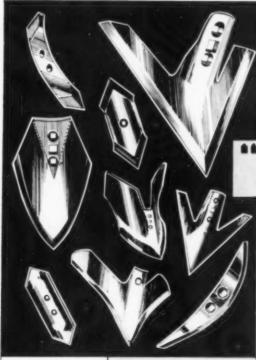
Transport wheels make it possible for one man to roll the attachments in place for mounting or into the shed for storage. A hitch jack is furnished as regular equipment on each machine to simplify hitching and unhitching from tractor.

All working parts of the forage harvester are protected against over-load by a slip clutch, a Vbelt drive or a shear pin.

The frame supporting the stationary shear bar and the cutter head is of rigid box type construction. It maintains the proper relationship of the cutting knives to the stationary knife at all times, regardless of ground contours.

The drop center disc main ground wheels are equipped with tapered roller bearings and 6.70-15, 4-ply tires.

The harvester can be furnished with engine or with standard power take-off drive which any tractor of 35 horsepower or larger can handle under normal operating conditions. The main gear box on this drive is enclosed and runs in oil. The center bearing standard is adjustable vertically so the PTO shaft can be properly aligned with the tractor shaft.



It Pays To Sell the Line With Ready Trade Acceptance Heat Treated
FOR TOUGHNESS
Tempered
FOR PERFORMANCE

One Farmer
Tells Another
Just What
They Need
To Know...



Built TILLAGE TOOLS THRIVE ON WORK Regardless of Soil Conditions . . .

Farmers appreciate how Tillage Tools by "EMPIRE" have less breakage, do more work, surer, faster, longer . . . because they are made of premium quality, high carbon steel and are scientifically HEAT TREATED by our exclusive Isothermal process.

To assure your customers of Sweeps, Shovels, Teeth, Hoes, Furrowers, Steels, etc. that take punishment and do a BETTER job LONGER—always sell "EMPIRE" built products. There is a pattern for every cultivating need.

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pecialists in Tillage Tools Since 1845
CLEVELAND 27, OHIO

1840 1954



Myers Offers Operating Water Systems' Display

A NEW, MODERN operating water system display, designed to show running water under pressure, is being offered by The F. E. Myers & Bro. Co., Ashland, Ohio.

When the faucet is turned on, water under pressure is delivered from the water system tank through the tap into a heavy galvanized steel tank at the base of the display. The pump recirculates the water from the base tank (which simulates the customer's well or other source of water) when the minimum operating pressure is reached in the upper tank. The display also is offered as a non-operating unit with wrought iron legs replacing the bottom

Available with four different models of Myers water systems, the display can be used as a focal point for indoor displays, windows and at exhibits, fairs and shows. The bottom tank is black and the base. red. The background is gray-green with red lettering. Assembled, the display is five feet high.



Dealers and distributors entered in Myers \$25,000 Steeplechase contest can purchase the operating unit for \$17.50, less water system. The non-operating unit is \$12.50. Dealers who plan to use the display for a short time can return it in good condition within six months and receive full credit,

Service Specialists Build \$750,000 Volume

(Continued from page 92)

sized constantly to shop employees.

Since most equipment and repair work are sold to lease farmers in South Florida, there is a fertile field for new business at the start of every growing season. Many sales are clinched mainly because the salesman can guarantee the prospect, convincingly, that a nearby shop will provide rapid, dependable service on anything they buy.

Lease farmers usually like to buy tractors and all implements in one easy package deal, and the company makes a follow-up call to be sure such customers have all the proper equipment and that it is being serviced properly.

The efficient field staff remains alert for possible sales of service work, and each man surveys his territory as a means of keeping in frequent touch even with users of other makes of equipment. Just visiting a farm, asking how a tractor and implements are performing, checking the sound of the machines, and maybe tightening a few bolts and wires, always pleases the farmer and often reveals the need of an additional implement or service work. Also, surveys are made during the off-season and just before the new season starts to line up shop jobs. It is easy to show a customer that it pays to make a small repair now rather than be faced with a larger job later with the added cost and delay that frequently follows. This off-season work not only assures the farmer's continued satisfaction with the line, but helps the company balance its volume by keeping the shop busy throughout the year.

Parts Volume

Of the company's annual gross of \$750,000, approximately one third comes from sales of parts. Parts inventories run as high as \$100,000 in season, and a perpetual inventory keeps stocks up and in balance. About 70 percent of parts sales are made from September through November.

The company sells about 100 new tractors a year and 40 used units. When a tractor is taken in trade a decision is made whether it should be reconditioned or sold as it is. The management feels it is safer to sell a badly worn machine just as it is, rather than put too much work into it. On a reconditioned job, the price causes the buyer to expect a guarantee which sometimes forces the dealer to take more risk than the deal usually is worth to him. It's better, company officials have found, to sell the tractor cheaply and then guarantee any work they do on it. The company gives free trials on used units and adjusts any reasonable complaints.

Cash Sales

Due to the expansion in winter planting by out-of-state operators in recent years, fully half of new sales are for cash. For installment purchasers, the company handles its own paper and feels that this greatly simplifies and speeds the

closing of sales.

Coordinated management is supplied for the branch stores from the office of the Miami store through a complete record-keeping system. Promotion, merchandising policies, financing and inventory control are supervised by the central office.

Sales and installations of overhead or pipe-type irrigation systems are becoming increasingly important in Florida for assuring good crops in dry seasons. More-dock engineers lay out the systems and their trained crews install them. This is a further example of how the company expands volume through alertness to new opportunities and a willingness to acquire more know how.

Generally, Moredock regards efficient sales and service personnel as the most important factor in the success of any dealership. "All sales theories and promotions break down," he suggests, "unless you have good men properly motivated by adequate incentives to share the owner's interest in dependable service. Even with a broad advertising program most service sales must be made by personal contact. Each situation is individual and in part personal, and the judgment, skill and sincerity of the company representative at the point of purchase is what really gets results and holds business when things go wrong."

Electric Power from Tractors Demonstrated

(Continued from page 102)

tractor made mechanical power available to farmers in three ways: first, as tractive or pulling power; second, by transmitting power to stationary machines through pulleys and belts; third, through the power take-off shaft at the rear of the tractor, power was delivered to operate the mechanisms of implements connected to the tractor.

"Immediately after World War II, we added a fourth kind of power—hydraulic power, which greatly simplified and speeded up the farmer's work by furnishing hydraulic controls to lift, lower or regulate implements either mounted on the tractor or pulled behind it,

"Now, the Electrall promises to add a fifth kind of tractor power the steady and flexible power of electricity.

"In motor truck use, the Electrall can perform all the tasks it does in connection with the tractor, except for actual field work, of course."

The Electrall will be readily adaptable to Harvester's largest present models of farm and industrial wheel tractors. Engineers emphasized that a tractor with Electrall still would perform any of the tasks which tractors now do, plus the additional jobs made possible by electric power.

The Electrall derives its power from a compact electric generator, specially designed by General Electric engineers, which is mounted on the right side of the tractor as a unit attachment. Power from the tractor engine is transmitted through gears and a pulley to a V-belt drive which turns the generator. In this way mechanical power from the tractor engine is converted into electrical energy.

Cable Used

Electric power is taken from the generator by a quick attachable cable which conducts the power to an electric motor on a trailing or mounted farm machine. The Electrall generator unit can be readily detached from the tractor, if desired, when electrical power is not in use.

Engineers listed these main uses of the Electrall's power, as developed in their research work up to now:

(1) Electric power can be used to operate farm machines pulled by the tractor, such as combines or automatic hay balers. In this use, power is applied through an electric motor mounted on the farm machine, replacing mechanical power ordinarily supplied by an auxiliary internal combustion engine mounted on such machines. The electric motor would be transferable from one machine to another.

(2) Electric power is available anywhere on the farm to operate portable electric tools, or provide special or temporary lighting installations, etc., away from the farm's normal sources of electricity.

The tractor with Electrall can also be used when needed, within its capacity, as a temporary source of power for other electrical needs on the farm, such as lighting, appliances, pumps, milking machines and other electrical equipment.

The Electrall generator has three outlets to serve these purposes.

One provides 220-volt, threephase, 60-cycle alternating current primarily intended to drive electric motors on trailing or tractormounted farm machines.

Another provides 120-volt, sin-



gle-phase current sucn as is used by an ordinary household wiring circuit. This outlet would power electric tools, lights or other appliances in the field.

The third provides electric power for 220-volt, single-phase circuits.

It is considered possible that the design of the larger farm implements which now use many belt drives and special gearing arrangements, could be simplified by the use of several small electric motors at different points on the implement.

As a power source for the operation of portable tools, engineers said the Electrall could be used, for example, to provide power for an electric chain saw in the farm wood lot, or to operate electric drills, planes, saws or other tools for farm building projects, or as a power source for welding equipment anywhere on the farm.

As applied to a motor truck which was demonstrated, the Electrall generator was located immediately behind the cab of the truck, deriving its power from the transmission. In this application, engineers said, the truck could perform as a power source not only for lighting but also for the operation of tools and other equipment, not only on the farm but for use by contractors on construction projects and other industrial applications.

In the field of crop and insect control there are many interesting possibilities, they said. For example, several agricultural colleges have been experimenting with electric light traps for corn borer moths, and a number of installations have been made at farm barns.

The corn borer moth is attracted by ultraviolet light. Such a light is erected, surrounded by electric grids. When the moths fly to the light, they are caught and electrocuted by the grids. With a mobile source of power, it was pointed out that such traps could be erected out in the corn field itself.

The Electrall could provide portable field flood lighting for roundthe-clock farm operations at peak seasons, or for use with such crops as celery or sweet corn, which are often picked for marketing before sunrise.

Some experiments have been carried on by agricultural colleges and other institutions on the effect of artificial lighting at night on the growth and maturing of field crops. There is evidence that some crops are substantially affected by light even when it is used for rather brief intervals. A mobile electric power source could be used for this purpose.

Harvester officials declined to say when the Electrall might be placed in production. They also said it was "too early" to make any statements about cost, but did say that tentative cost estimates were "within a practical range."

Southern Dealers Report on Used Equipment

(Continued from page 96)

dropped below levels of a year ago. The reported declines ranged from 10 to as high as 50 percent, the average drop in price being 19 percent. Twelve percent of the dealers answering this question replied that prices are holding to about the same levels of a year ago. There was no report of any increase in prices.

While the decline in farm income has reduced demand for both new and used machinery and equipment, prices of used equipment have been undermined, frequently, by dealers willing to trade at a loss and sell at a loss in order to move used equipment off their lots.

Meanwhile, the demand for excessive trade-in allowances continues as a major problem. And until trading is done with a closer eye to the balance sheet, profits on used equipment will continue to be meager or virtually non-existent.

In their replies a majority, 67 percent, indicated that on sales of used equipment average margin over cost per unit sold has continued to decline. These dealers reported decreases ranging from two to 50 percent, with the average reduction in profit being 18 percent. Approximately 29 percent replied that margins are about the same as a year ago, while a small number reported an actual increase in used equipment profits.

Though not underestimating the problem, most dealers do not view the problem as insurmountable. In fact, a majority of those participating in the survey clearly recognize the need for more aggressive promotion and selling and for a return to sound business operation.

Following are a number of typical replies in answer to the question of what special steps have been taken to keep the tradein business on a profitable basis.

Texas—Allowing less for used equipment.

Mississippi—We try to buy right, repair economically and sell quickly.

Virginia—We try to repair and repaint more and in a shorter time after receiving the used goods.

Oklahoma — Radio advertising and use of trade-in manual to trade for and sell used equipment has solved the trade-in problem for us.

Texas—We have been reconditioning earlier and pushing sales harder on used machinery.

Florida—More advertising.

Oklahoma — Overhaul, paint, and guarantee 90 days.

Georgia—Holding trade allowance to "as is" or below as recommended by manual. Doing a better reconditioning job and pricing accordingly.

Texas—We are spending more time on used equipment.





Look South ...

THE TREND IS UP!

The South is still primarily an agricultural area, notwithstanding its rapid industrial development in recent years. A little more than half its population is rural. Its economic well-being is largely dependent on the prosperity of the farmers.

While there has been a decline in the general price level of farm products, the change was relatively small in comparison with the phenomenal increase which has taken place in the last decade.

During the last U. S. Business Census period the number of Southern and Southwestern farm equipment dealers increased 111.6%. The rest of the country gained 58.3%.

The total circulation of SOUTHERN FARM EQUIP-MENT is 16,000 and reaches more than twice as many farm equipment outlets in the South and Southwest as any other publication. For this big, heavy-buying market, here is the readership you need . . .

SOUTHERN FARM EQUIPMENT

806 Peachtree St., N. E. Atlanta, Georgia



... UNTIL You Check the Facts on CARLON PLASTIC PIPE

Other plastic pipe may look like CARLON . . . but only CARLON is unconditionally guaranteed. Both quality and performance are backed by the company which pioneered in plastic pipe . . . and leads in every way.

CARLON is performance proven. Thousands of installations throughout the nation prove that CARLON is dependable and long-lasting, even in the most severe conditions.

CARLON sets the standard for the industry. By careful selection of raw materials, proper compounding, and advanced production techniques, CARLON produces pipe that meets every test.

More CARLON is sold than any other plastic pipe. It is nationally recognized . . . the stripe which marks CARLON plastic pipe is the sign of quality for you — and for your customers.

Buy the Pipe with the Stripe!

Write today for literature



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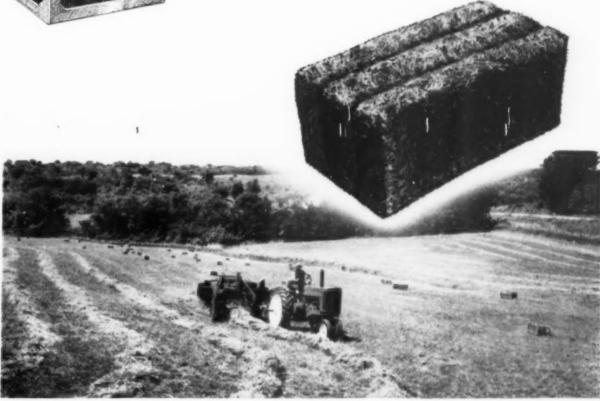
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... is for BALE



 N_{O} doubt about it—this will sound a million times removed from the subject of bales, but . . .

If you've ever hung around the kitchen much at canning time, you're sure to have noticed it—the similarity, that is, between Ma's putting up preserves and Pa's putting up hay.

For one thing, each—Pa, as well as Ma—attaches to his and her particular job the same prime importance, going about it with the same visible earnestness and at the same unyielding pace. What's more, each applies to the job the same meticulous care every step of the way—from the harvesting, to the preparing, to the final storing.

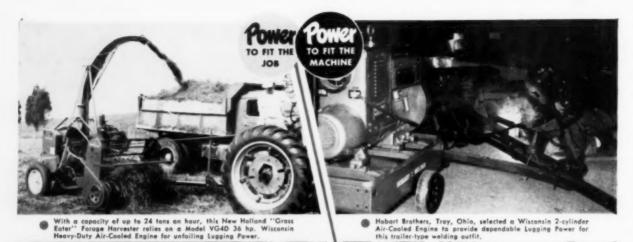
Ah, yes—the storing. Ma has her special equipment, of course, that helps her to speed through her job and make captive for the winter months the very most in the way of summer-grown flavor and nourishment. And naturally, Pa has his—a John Deere Baler, that makes an easy task of gathering, packaging, and preserving swiftly and economically the vitamins, minerals, and proteins that contribute so much to the building of flesh and bone in livestock and to the output of better animal products.

Which all goes to show what a difference a good bale makes. Incidentally, that John Deere Baler of Pa's—it's just one of a long line of John Deere Quality Farm Machines and Implements designed and destined to help him and farmers the country over to get the most from a generous earth.



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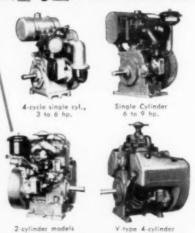
Cleaning up fence rows or felling trees (with 20-inch saw attachment) is all in the days for this Wisconsinpowered unit, made by Bachtold Bros., Inc., Forrest, III.

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